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May 1985

presstime

The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

Business Software Revolutionizing Newspapers

Countersuits: Newspapers strike back

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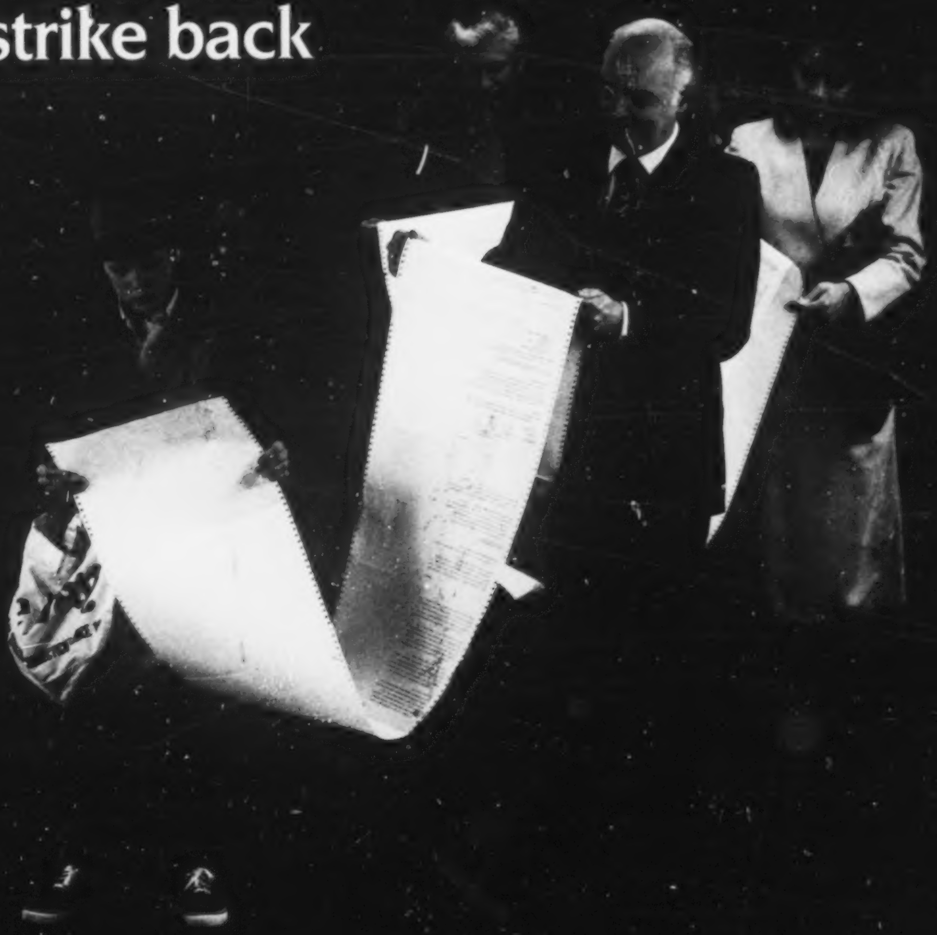
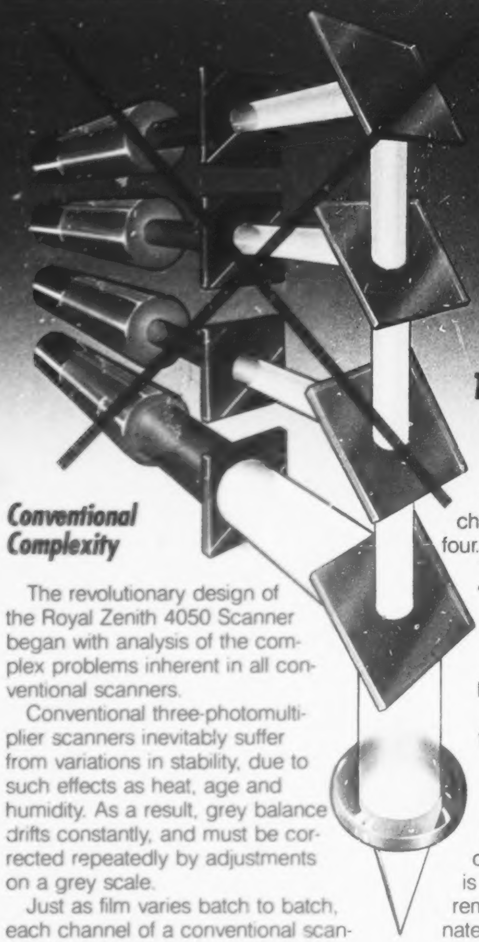


Royal Zenith 4050 Single-Channel Scanning

The Simple Solution To The Complexities of Color



Conventional Complexity

The revolutionary design of the Royal Zenith 4050 Scanner began with analysis of the complex problems inherent in all conventional scanners.

Conventional three-photomultiplier scanners inevitably suffer from variations in stability, due to such effects as heat, age and humidity. As a result, grey balance drifts constantly, and must be corrected repeatedly by adjustments on a grey scale.

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Because of the filters and beam splitters in multi-channel systems, only a fraction of the light coming from the original can reach the photomultiplier — which is why conventional scanners lose shadow detail. In addition, glass and gelatin filters fade and cause color changes, while narrow band dichroic filters increase the problems of dye differences.

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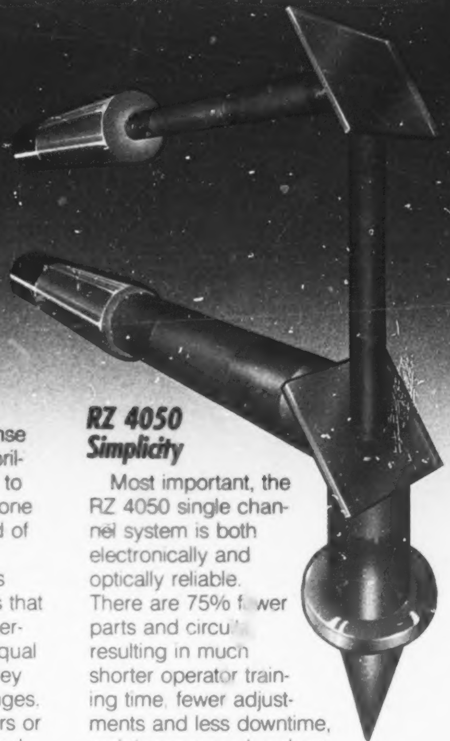

RZ 4050 Simplicity

Most important, the RZ 4050 single channel system is both electronically and optically reliable. There are 75% fewer parts and circuits, resulting in much shorter operator training time, fewer adjustments and less downtime, maintenance and replacements.

The Royal Zenith 4050. For the nearest thing to photographic truth.

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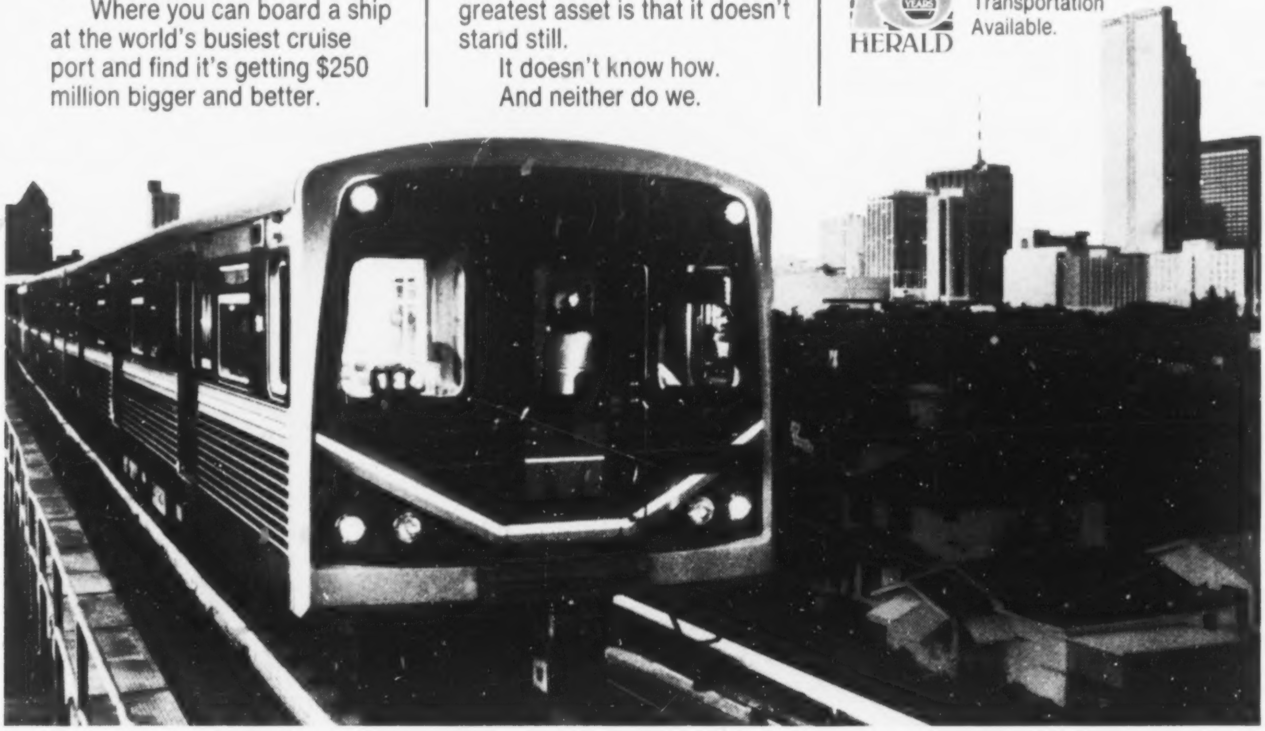

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CHAIRMAN'S CORNER

Newspaper industry acts to ensure safety of VDTs now and in the future

Since their introduction in the early 1970s, video display terminals have revolutionized production of the newspaper. Today VDTs serve as important tools for journalists, as well as for production, advertising and composing personnel.

We all know that the introduction of any new technology inevitably creates uncertainty—sometimes even fear—in the workplace. Education of our employees on the use of VDTs has helped to dispel most uneasiness, but some folks still express concerns.

So, ANPA provides a Technical Advisory Service showing members how to assist their employees in the proper handling of VDTs. When you utilize this service, one or more of ANPA's five industrial hygienists will visit your newspaper to perform ergonomic evaluations and equipment tests. The ergonomic evaluation includes a review of your VDT workplace and recommendations on improvements, if needed. And, a new resource manual on VDTs is scheduled for distribution in July.

Richard J. V. Johnson

The fact is that the National Research Council, the American Academy of Ophthalmology, and the American College of Obstetricians and Gynecologists all have concluded that the scientific literature contains no evidence that video display terminals pose a health and safety risk. In our own testing of over 2,000 terminals, we have found no dangerous radiation that even approaches any known standard.

We do know that a properly designed workstation contributes to a worker's comfort, well-being and productivity. And from ANPA's Technical Advisory Service visits to newspapers around the country, we have learned that workers' ideas of comfort are complex and that there can even be totally opposite, yet rational, requests. Most newspaper managers feel it is important to give the operator as many controls over his or her VDT workstation as possible. There also are very simple steps that can be taken to reduce glare and to improve posture.

We do not believe, however, that guidelines on furniture height, style, keyboard angles and lighting can or should be set by government legislation or regulation. There are no generally accepted standards. The technology is continually evolving. Both employers and employees are aware of and are addressing the situation. Yet there are still those who would carve out arbitrary standards by law.

Neither are ergonomic guidelines, rest breaks and eye exams properly the subject of legislation or regulation. They are best handled when the employer works things out with his employees.

VDTs are a great boon to our business and our employees, just as they are in many other fields. They are here to stay. We know they are safe now; and we are determined to keep them safe.

Dick Johnson

Richard J. V. Johnson
Chairman and President

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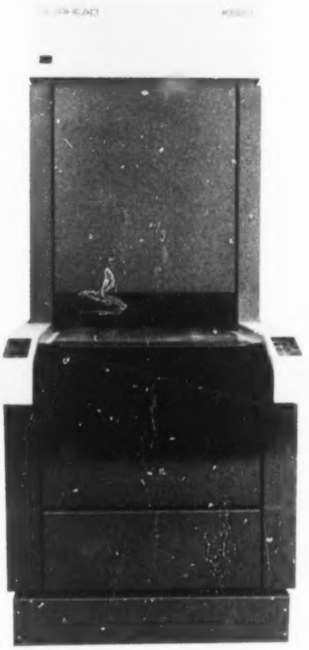

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UNMERITED LIBEL CASES

BY MARGARET GENOVESE
presstime staff writer

Faced with libel suits that they believe are groundless or brought with ulterior motives, some newspapers and other media are turning the tables and "countersuing."

Countersuing is the generic label given to a number of legal actions that are increasingly being talked about, publicized, considered, threatened and taken.

One media attorney calls countersuing the "hottest" legal subject in publishing circles today, although there have been few cases and fewer decisions. There's even some talk of setting up an industry fund individual papers could tap to pay the costs of bringing countersuits.

By countersuing, media libel defendants hope to recover their costs of defending frivolous suits and to send a message to attorneys and the public that bringing a libel action is not risk-free.

"What I'm trying to do is establish the fact that if you are going to sue The Charleston (W.Va.) Gazette and you don't know what you're talking about . . . (you had) better be prepared to pay the consequences of your recklessness," says Publisher W.E. Chilton III, who has filed one libel countersuit and numerous motions to recover attorney fees in other libel cases [**presstime**, Aug. 1984, p. 31].

Chilton has named lawyers as defendants in his countersuits because he says the "average citizen" does not know the law of libel and relies on the advice of an attorney as to whether there is sufficient cause to bring suit.

Suing lawyers is not the only way to countersue. Media attorney Floyd Abrams advocates countersuits but thinks "the people to go after are clients, not lawyers." Abrams would not rule out suing lawyers but says, "as a general proposition," you should sue the actual plaintiff.

Countersuing is not a brand new option. But until recently, it apparently was not one exercised by many newspapers. Chilton, for example, says he could not get his former attorney to countersue. "He just wasn't a suing lawyer," he says.

W. Terry Maguire, ANPA vice president/general counsel, believes newspapers' attorneys may not volunteer countersuits against attorneys as an option because "lawyers don't like to sue lawyers." Nevertheless, Maguire likes the countersuit approach. "I think it is an excellent thing that more publishers are thinking about it and asking their lawyers about it," he says.

However, Maguire cautions that the ploy is not a panacea for the media's libel problems. "It would be unfortunate to suggest that the perceived problem of libel that we have today is largely the result of frivolous suits, because I don't think that's the case," he says.

Nor is countersuing without problems. A major one is the cost to pursue a case in which the outcome is uncertain. Courts have tended to look unfavorably upon actions that could discourage legitimate suits, says Alice Neff Lucan, assistant general counsel for Gannett Co. "Remember the system is biased toward letting people litigate," she says.

"Filing a counterclaim should not become a knee-jerk reaction. . . . Publishers should evaluate the facts of each case."

Gary B. Pruitt

Yet in Phoenix, one lawyer who recently prevailed on a motion to recover attorney fees on behalf of libel defendants believes crowded dockets may be making courts more sympathetic to countersuits. "I think the courts here, and I would guess all over the country, are turning more and more to the philosophy that too many lawsuits are groundless," says James F. Henderson. "Consequently, the courts are assessing the plaintiffs in those lawsuits with attorney fees and costs, which aren't normally assessed in that type of lawsuit."

Gary B. Pruitt, counsel for McClatchy Newspapers, calls the countersuit a "virtually untapped resource" for publishers. "But filing a counterclaim should not become a knee-jerk reaction to every libel suit," he says. "Publishers should evaluate the facts of each case to determine if a counterclaim is appropriate."

"Abuse of process." McClatchy decided that a counterclaim was justified after being sued for $250 million last September by U.S. Sen. Paul Laxalt (R-Nev.).

Laxalt claims he was libeled in stories that ran in November 1983 in three of McClatchy's California dailies—The Fresno Bee, The Modesto Bee and The Sacramento Bee.

The stories reported that "substantial sums of money were illegally skimmed" from a hotel-casino in Carson City, Nev., during the time it was partly owned by Laxalt.

In their $6-million counterclaim, filed as part of their response to Laxalt's complaint, the defendants, the newspaper company and several of its employees, claim that by filing the libel suit Laxalt "unconstitutionally restrained, chilled and burdened" the exercise of their First Amendment rights and responsibilities.

They also claim that Laxalt's purpose in filing suit "was not to collect damages allegedly resulting from the publication of the articles," but to intimidate the McClatchy organization and others in the press from publishing or broadcasting unfavorable stories about him. They say that constitutes an "abuse of process."

Abuse of process is one of the leading theories on which media defendants are basing their countersuits. Pruitt defines it as "the use of legal process for a purpose other than (that) which it was designed to accomplish. In other words, you are suing for libel, but actually there is an ulterior motive."

To prove abuse of process, the libel defendant does not have to prove that the plaintiff lacked probable cause to bring the suit, Pruitt adds. In fact, he says, the libel plaintiff could have a strong case.

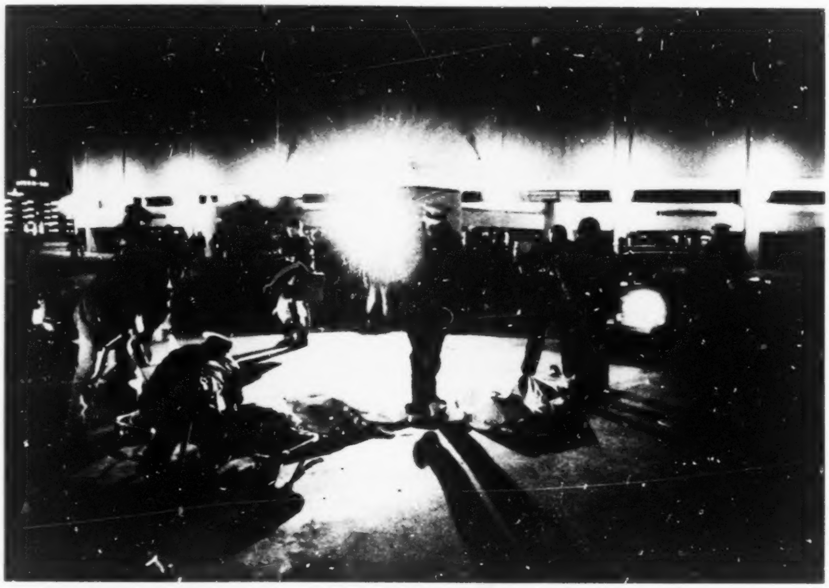
Abuse of process and violation of constitutional rights also are claimed in a

TRIGGER COUNTERSUITS

prominent countersuit by E.W. Scripps Co. and several of its employees against Victor Guy Ninio, the operator of an ambulance service.

Ninio's firm contracted to provide ambulance service to Cincinnati's Riverfront Coliseum during a 1979 rock concert at which 11 persons were killed. He sued in an Ohio court over two articles that ran in The Cincinnati Post, a Scripps Howard newspaper, that reported that one of the ambulances operated by Ninio was not equipped with oxygen.

In their countersuit, filed in Los Angeles County Superior Court where Ninio since has moved, the Scripps defendants say Ninio has admitted that and other contested statements, yet he refuses to dismiss the suit unless he is paid $75,000. They contend he is persisting in his suit to "silence" them and other members of the media and to punish them by making them bear legal costs. They have asked for $1.1 million in damages.



Associated Press

E. W. Scripps Co. filed a countersuit against an ambulance service operator after an incident at Cincinnati's Riverfront Coliseum in which 11 people were killed.

Malicious prosecution. In what has been hailed as a significant victory for Scripps, a Los Angeles County Superior Court judge, in a decision upheld by a state appeals court in February, denied Ninio's motion to dismiss the countersuit. Judge Charles E. Jones said the libel defendants did not have to wait until the libel case in Ohio was decided to sue Ninio.

In addition, Jones said, if the defendants win the Ohio libel case, they can add another claim to their countersuit—"malicious prosecution."

In one of the most recent libel countersuits to be decided, Homer F. Marcum, a weekly newspaper editor in Kentucky, sued a former county official for malicious prosecution and won.

Unlike an abuse-of-process claim, a malicious prosecution suit requires defendants to wait until the underlying case has been disposed of in their favor or dropped before countersuing, according to Joe F. Childers, Marcum's lawyer.

Marcum, editor and publisher of The Martin Countian in Inez, brought his action against Willie Kirk, an elected official for Martin County, and his attorney, John W. Kirk. The latter is Willie Kirk's cousin and the owner of a weekly newspaper that competes with The Martin Countian.

Marcum countersued after winning a libel case brought by Willie Kirk over a 1977 article reporting that Kirk had had a fist fight with the local jail matron.

Marcum "was fed up," explains Childers. "He had been sued for libel, the way he had counted it, seven times, and none of those cases had been successful." Six of the libel claims, Childers adds, were made by Willie Kirk, by John Kirk or by someone represented by John Kirk.

According to Childers, six elements had to be proved to prevail in his malicious-prosecution case: that Kirk had brought the original suit, that he had continued it, that it was terminated in favor of Marcum, that there was no probable cause for bringing the libel suit, that Kirk brought the suit with malice, and finally, that Marcum had suffered actual damages.

On Jan. 30, a jury in a state trial court in Boyd County awarded Marcum more than $21,500—$11,891 in legal expenses for defending the libel suit, $4,700 in actual damages for lost time and wages, and $5,000 in punitive damages. Kirk has appealed to the Kentucky Court of Appeals.

Newspapers also have successfully used countersuit threats to settle libel actions before trial. Gannett, for example, recently settled a libel suit after it told the plaintiffs in the case it would sue for malicious-prosecution if it won the libel case.

At issue was a 1983 column that ran in The Morning News and Evening Journal in Wilmington, Del., questioning the decision to give $9.3 million in revenue bond money to a company owned by developers Mario B. and Joseph L. Capano.

In the settlement, the Capanos not only agreed to drop their libel action but also paid the newspaper company $100.

Other causes of action. There is nothing prohibiting a media libel defendant from claiming abuse of process *and* malicious prosecution in a countersuit. The Charleston Gazette claims both in its countersuit against a Charleston attorney.

Nor are these the only two theories on which media libel plaintiffs have based countersuits. In responding to a libel suit filed against it by Lyndon H. LaRouche Jr., an independent candidate for president in

1984, the National Broadcasting Co. counterclaimed for "intentional interference with business relations."

LaRouche claimed NBC had libeled him in broadcasts on its Nightly News and First Camera programs.

NBC's counterclaim charged that LaRouche had attempted to sabotage a scheduled interview for one of those broadcasts. The network said LaRouche's staff had obtained information on when it planned an interview with U.S. Sen. Daniel Patrick Moynihan (D-N.Y.) and had placed two phone calls, one to Moynihan's office, purporting to be on behalf of NBC, the other to NBC, purporting to be on behalf of Moynihan's office, calling off the interview.

The jury found against LaRouche on his libel claim but it found for NBC on the business-interference claim. The jury assessed $3 million in punitive damages and $2,000 in compensatory damages against LaRouche. The punitive damages were reduced Feb. 20 to $200,000 by U.S. District Judge James C. Cacheris. LaRouche has appealed to the 4th U.S. Circuit Court of Appeals.

James F. Henderson

Attorney fees. Unlike the British legal system in which the losing party in a lawsuit pays the winner's fees, the American system, with some exceptions, requires each side to pay its own expenses. There is, however, a provision in the federal rules of civil procedure that authorizes courts to impose sanctions, including "reasonable" attorney fees when cases are brought frivolously. Rule 11 states that the signature of an attorney or his client on a legal document certifies that the particular pleading is "well grounded in fact" and is not being made for "any improper purpose, such as to harass or to cause unnecessary delay or needless increase in the cost of litigation."

In the case that experts cite as the one that brought media countersuing to the fore, defendants based their request for attorney fees, in part, on an earlier version of Rule 11.

In that 1977 case, finally decided in 1983, a Boston law firm was ordered to pay $76,000 to the defendants in a lawsuit charging securities fraud. The defendants were a reporter and editor for Barrons, the business weekly of Dow Jones & Co., Dow Jones and several investors.

Ultimately, a U.S. District Court ruled that although the case was instigated in good faith, after a certain point it was continued in bad faith. The court based its decision to award fees on case law and a federal court's inherent power to impose sanctions for bad-faith litigation.

Although Rule 11 applies only in federal courts, media lawyers say virtually every state has similar rules or laws.

In Arizona, for example, libel defendants recently were awarded more than $8,000 under terms of a state law that authorizes courts to award attorney fees when there is evidence that a suit is groundless, constitutes harassment or is not made in good faith.

In that case, David C. Porter, a former official in the city of Show Low, sued radio station KVSL and the mayor of Show Low in a dispute over a report concerning a meeting to discuss a city building matter.

The bottom line. While countersuits seem to be gaining in popularity, there is still great reluctance on the part of newspapers to bring them.

The Washington Post, for example, has raised the issue of Rule 11 sanctions "informally" with lawyers in libel cases, and this has "resulted in people dropping lawsuits," according to Vice President/Counsel Boisfeuillet Jones Jr. But the Post has never brought a formal libel countersuit, he says.

"Generally, we simply like to avoid litigation, so we aren't terribly interested in getting mired down in litigation one way or another," Jones says.

Libel insurance companies also would rather cut their losses after the conclusion of a libel action than engage in more costly legal proceedings, according to Henry R. Kaufman, general counsel of the Libel Defense Resource Center in New York City.

Although his company has authorized countersuits "in a few instances where we felt it was productive to the case," Paul L. O'Brien, U.S. general counsel of the Mutual Insurance Co. Ltd. Group of Hamilton, Bermuda, says a countersuit is "obviously an offensive weapon which is not paid for in a defensive libel insurance contract where the payment is to defend you against a suit and subsequent loss."

However, O'Brien says a "policy rethinking and change" may be called for to provide for special use of countersuits.

Meanwhile, two publishers independently have proposed that a fund be established to assist newspapers in countersuing.

Philip Merrill, publisher of The Capital in Annapolis, Md., made his proposal to ANPA after his company's attorneys suggested he countersue in two libel cases.

Rather than take on the issue individually, Merrill says he sees more merit to a coordinated, industry-wide effort by newspapers. He suggests that either through ANPA or on an ad-hoc basis newspapers get together and select a series of cases with "legal significance" brought by credible law firms and countersue the attorneys in the cases.

He has offered to put up $250,000 if 10 other newspaper organizations will do the same.

The Charleston Gazette's Chilton is the other publisher who proposes a fund be established. He suggests it be called the "newspaper business attack fund." ☐

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Sure, we're a newspaper company. And a good one. But, beyond our 14 daily and 21 non-daily newspapers, we're a broadcast company. A cable company. And a publishing company. We're the Scripps Howard News Service. Feature Syndicates. The World Almanac.® And eleven other service companies.

In a word, Scripps Howard is communications. In total. And, to us, it seems only right that our new corporate signature should get top billing. Just this once. Just to put everything in perspective.

From now on, you'll be seeing it where it belongs. Right here. And you'll be seeing Scripps Howard just about everywhere.

SCRIPPS HOWARD
TOTAL COMMUNICATIONS

Flexible pricing on ads makes newspapers a better buy

BY MARCIA RUTH
presstime staff writer

When Henry Ford marketed the original Model T, he said he would make it available in any color the customer wanted—so long as it was black.

At about the same time, newspapers were making advertising available to their customers on the same basis—by the column inch, run of paper, always to the same number of readers—take it or leave it.

Even a generation later, many newspapers' ad rate cards were just that: cards with a few rows of figures set in small type. At the most, they included only a few discounts for volume or extra charges for fancy artwork.

But now, the cards are booklets. They contain multiple pricing schemes as different from the old column-inch system as today's array of automobile colors is from Henry Ford's original showroom offering.

Flexible pricing policies now in effect at many newspapers take into account not only normal ROP advertising but also:

- Zoned editions, allowing advertisers to target newspaper subscribers in specific areas
- Total-market-coverage programs that reach non-subscribers
- Multi-page, ROP sections featuring consecutive ads by one advertiser
- Special sections that package advertising about a single topic such as home furnishings, health and entertainment.

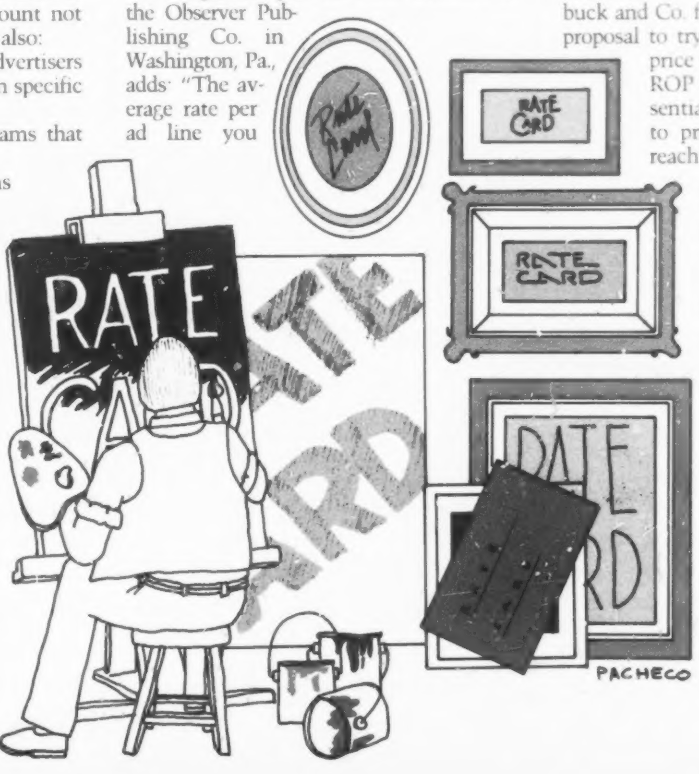
Depending on a particular newspaper's approach, these types of advertising options may be delivered weekdays or Sunday, and by geographic or—in the case of non-subscribers—demographic patterns. Many newspapers offer a choice of carrier delivery or mail for some of their products. Specific rates are set for each twist and turn.

"This kind of creative pricing has come about by necessity," says Thomas J. Holbein, executive vice president of the Dallas-based research firm Belden Associates. "Newspapers have changed because their advertisers have demanded it, and their competitors have forced them into it."

At the same time, gross circulation totals have become less significant as advertisers care more about who readers are and what parts of the paper they peruse. Increasingly sophisticated at meeting specific needs with a "media mix," advertisers are seen as receptive to innovative packaging of newspaper advertising.

"The more creative you are in designing the menu, the stronger you are in your marketplace," says Edward R. DeVoge, president of the International Newspaper Financial Executives (formerly INCFO). "You figure the advertiser out there has a given budget, and your strategic plan has to be to capture as much of every advertiser's advertising budget that you can."

DeVoge, vice president and treasurer of the Observer Publishing Co. in Washington, Pa., adds: "The average rate per ad line you capture may drop because you're offering a bargain pricing scheme in combinations and zones and everything. But your chances of realizing your strategic plan are much better if you offer him this advertising menu."



The Observer-Reporter has paid daily circulation of 36,000 but, with TMC, reaches a total 160,000 households. It also sells advertising space in 12 sections during the year and in a weekly TV magazine. Ad rates vary according to the combinations of delivery and format.

Boon to ROP. Newspaper executives may differ in their terminology—some preferring "creative selling/buying" or "innovative/incentive pricing"—but many agree that among the benefits of so-called "creative pricing" is the potential to convert preprints to ROP linage. One tactic is to discount multiple-page ROP ads.

The Philadelphia Inquirer in the early 1980s countered a request by Sears, Roebuck and Co. for mid-week inserts with a proposal to try ROP. Carving out a new price structure for multi-page ROP sections, the newspaper essentially traded Sears' extra cost to print circulars for a greater reach attained by running the ads also in the Inquirer's sister paper, the Philadelphia Daily News. Sears agreed

Not only was there a gain in ROP linage, the lifeblood of the newshole, but the plan also avoided problems associated with weaknesses in the newspapers' inserting capability. The company since has embarked on a $32-million, mailroom-improvement program to eliminate such problems.

Multi-page discounts also have worked to the advantage of The Courier-Journal and The Louisville Times. There, however, advertisers have benefited more by reduced cost than by increased circulation. "We have letterpress (presses), and major advertisers want offset. So we offer a 55-percent, multi-page discount, and we almost fill up the presses," says General Manager Maurice J. Buchart Jr.

"You have to be responsive," maintains Buchart, who credits the policy with increasing the papers' ad revenue. "All of those accounts that are doing that spent more in 1984 than in 1983," he says.

The Sacramento Bee has another version of creative pricing. It is called a "blockbuster" plan, offering substantial discounts at a flat rate for a minimum of six standard ROP pages.

In 1984, "10 separate advertisers ran over 300,000 column inches of 'blockbuster' space, amounting to nearly $5 million in advertising revenues," says Advertising Director Gene H. Grant. "What we feel we are doing is gathering dollars going to job printers and shippers and funneling (them) directly into our newspaper, in virtually every case adding substantial new dollars to the bottom line," he says.

Another benefit for advertisers, Grant explains, is time savings. While arrangements for inserts often must be made weeks in advance, ROP can be prepared in a matter of days.

A strong "creative pricing" advocate is James F. Fowler, marketing director of the Winston-Salem (N.C.) Journal. He recommends combining "deep discounts of multiple (ROP) pages" and "package-pricing of ROP and 'we-prints'"—preprints printed by the newspaper rather than by outside firms.

The Winston-Salem paper's policy is to offer a 50-percent discount to all advertisers on selected days if they run the same ad at full price on Saturday or Sunday. For advertisers exceeding a certain level of advertising in a Wednesday edition, the half-price offer applies to all advertising on two additional weekdays the same week.

"That means an advertiser that was going to run a preprint and soak up the budget in a given week is now tempted to pull some money out of broadcasting and put it into 'we-prints,'" says Fowler. The result, he reports, is "a healthy mix of ROP and preprints, which he says "works better than a 'we-print' alone."

Other techniques. Promoting the value of frequency, along with offering some price breaks, is another increasingly important device. "Good creative pricing really starts from the advertiser's point of view: what is the best of all worlds for the advertiser," says Mark Arnold, Gannett Co. vice president and director of sales. "The smart approach to good creative advertising is to start with frequency, then size."

> *"Good creative pricing really starts from the advertiser's point of view."*

"It (frequency) is one of the best sales tools we've had," says Carlos W. Boettger, advertising director of Denver's Rocky Mountain News. "If we sell the concept at the beginning, the advertiser grows out of minimum performance to the next (volume) bracket," says Boettger.

Another important selling point is placement, with specially placed ads priced lower if run on a regular schedule.

Mac G. Morris, vice president and national sales manager of the Newspaper Advertising Bureau, says newspapers should look at "positioning advertising in newspapers as the same type of opportunity as position in television," where ads are teamed with specific programs over a specified time period. "Newspapers should be selling packages instead of chasing an ad," Morris says.

This concept is being used more often in newspapers' ROP sections.

One example is a Marlboro cigarette ad that has run ROP every other Monday—since 1979—in sports sections in some markets with major sports franchises.

Using the same philosophy as ads run on "best food day" that readers, mostly women, use to plan shopping, the Marlboro ads capitalize on the large, primarily male, readership of Monday sports pages summarizing results of weekend games, says Thomas Keim, director of marketing communications for Philip Morris USA.

National-ad rates. National ads like Marlboro's are another important field for pricing creativity. Calculations of newspapers' share of the nearly $50-billion national advertising pie range from 6.3 to 8 percent in 1984. So an increase of even one percentage point would have a significant impact on newspapers' revenue.

Newspapers are eyeing the increasing fragmentation of broadcast audiences as a chance to raise their share. And from the national advertisers' point of view, the current media climate is a "window of opportunity" for newspapers, Young & Rubicam Vice President John Miller declared at the January sales conference of the International Newspaper Advertising and Marketing Executives.

What disturbs national advertisers is the continuation—indeed, the expansion—of the differential between national and retail advertising rates.

According to a study by the American Association of Advertising Agencies, the gap between U.S. daily newspapers' retail and national rates is widening in a "truly alarming trend." The 4A's says newspapers' 1984 national rates exceeded retail by 60.5 percent. This is an increase in the differential of 11 percentage points over the past 10 years, 7.4 in the last five.

Because of protest from advertisers, this matter is beginning to come under intense scrutiny at some newspapers. What particularly rankles national advertisers is the thin line that separates them from accounts such as major chain stores that usually get a retail rate.

One of the rationales for the differential—to charge less for smaller local merchants interested in only a portion of a newspaper's circulation—is no longer valid, says Jack Cohen, vice president and director of newspaper and outdoor media buying of Doyle Dane Bernbach. "Years ago you did a full run and that was it—take it or leave it. Now you can buy really refined zoned editions."

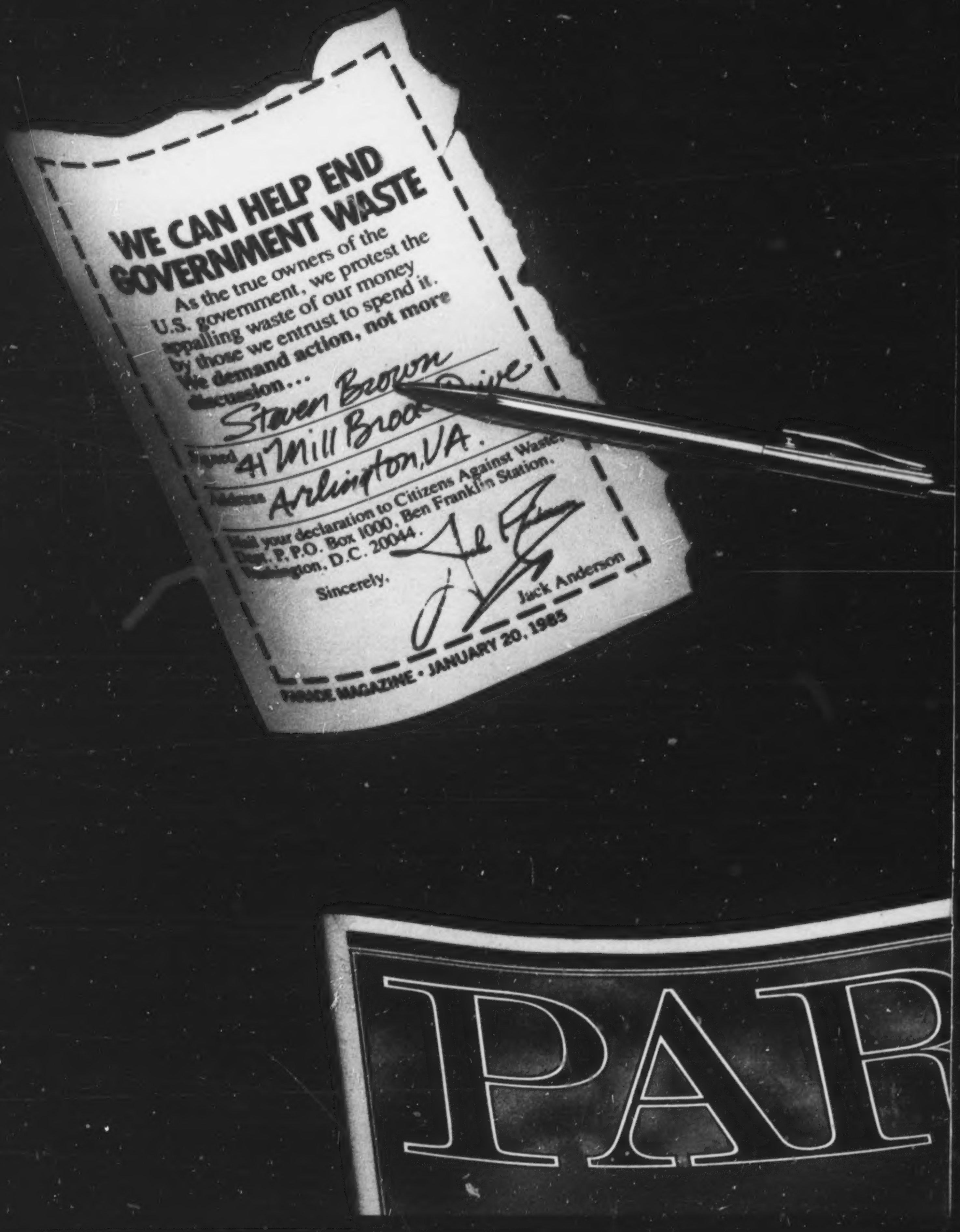
One way newspapers have responded to national advertisers' complaints about the rate difference is to offer them discounts for advance commitments to a minimum number of pages. Through Newsplan, a program initiated by NAB five years ago, more than 1,000 U.S. dailies now offer such price breaks. Prior to 1979, there were less than 100, says NAB's Morris.

Although the Newsplan option is available through many papers, the amount and structure of discounts "vary all over the lot," Morris says.

"Price is obviously one of the key variables that determine whether (newspapers) will be used, and I think there is an opportunity now for individual newspapers to evaluate what role pricing plays in their market in terms of encouraging or discouraging advertising volume growth," says NAB President Craig C. Standen.

At the same time, industry leaders are careful to point out that they cannot take an active role in discussing ad rates.

"I know some newspapers are seeking to address the issue of local versus national pricing, but that must be done on an individual newspaper basis or within an individual chain," says NAB's chairman, Tom Johnson, publisher of the Los Angeles Times. "There simply is no way legally that we can address the issue of industry-wide standards." ☐



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As the true owners of the U.S. government, we protest the appalling waste of our money by those we entrust to spend it. We demand action, not more discussion...

Signed Steven Brown

Address 41 Mill Broo Drive

Arlington, VA.

Mail your declaration to Citizens Against Waste, Dept. P, P.O. Box 1000, Ben Franklin Station, Washington, D.C. 20044.

Sincerely,

Jack Anderson

PARADE MAGAZINE • JANUARY 20, 1985

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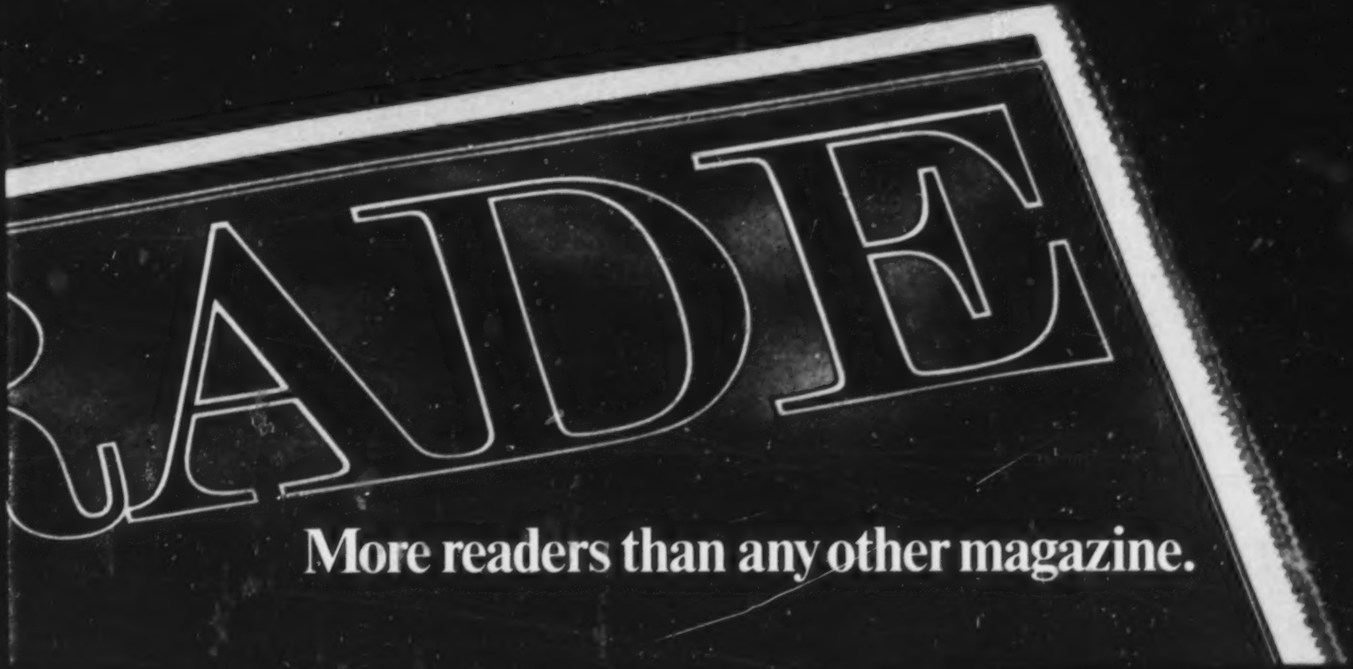
How Jack Anderson turned ~~630,000~~ 761,000 Parade readers into writers.

On January 20, 1985, Parade Magazine published an article by its Washington Bureau Chief Jack Anderson on government waste. The article contained a coupon, addressed to the Citizens Against Waste Foundation, that asked readers to protest excessive government spending.

Within two weeks, 630,000 coupons had poured in. And still they kept coming. And coming. So that today the number of coupons sent in by Parade readers stands at 761,000.

It's precisely this kind of provocative journalism—the kind that induces readers to put down a magazine and pick up a pen—that makes Parade the most widely read magazine in America.



More readers than any other magazine.

CLAIMS ARE INCREASING

SEXUAL HARASSMENT

Newspapers have issued strong policy statements, conducted training and discharged employees in acting to eliminate a practice that causes the entire organization to suffer. The results so far have been positive.

BY PATRICIA P. RENFROE

Sexual harassment is a serious problem, not only for the person being harassed, but also for the organization. Individual and departmental productivity, organization morale and, in most cases, even profits are affected.

Attorney Victor Strimbu Jr. of the law firm Baker & Hostetler in Cleveland says sexual-harassment claims are increasing in the newspaper business. Terry T. Travelstead, vice president/personnel at USA Today, agrees.

While statistics are not available regarding newspaper cases alone, the Equal Employment Opportunity Commission reports a 30-percent increase overall in claims filed alleging sexual harassment between 1981 and 1983. One explanation for the increase, observers say, is better reporting systems, which encourage employees to report incidents.

Strimbu says he is especially concerned about cases that result in an employee's leaving the newspaper and filing a claim. These may be cases that were not reported prior to resignation, or cases that were reported and not satisfactorily resolved.

Although no known cash awards have been made as a result of newspaper-related, sexual-harassment cases, there are several complaints pending.

The nine-year history of such complaints throughout all industry shows monetary damages can be substantial. An estimated $180 million was paid as a result of sexual-harassment claims from 1978 to 1980, when the EEOC issued guidelines confirming that sexual harassment is a violation of Title VII of the 1964 Civil Rights Act.

In a recent case, the Washington State Supreme Court on Jan. 10 ordered Georgia-Pacific Corp. to pay a female employee $64,000 in damages because the firm had taken no steps to change a hostile and intimidating work environment.

That decision illustrates how broad

Cases of workplace sexual harassment can result in sizable monetary damages.

Renfroe is ANPA manager/personnel relations.

areas of liability can be.

Generally, EEOC guidelines say sexual harassment consists of unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature.

The basic harassment categories are:

- Quid pro quo, in which terms of employment reflect sexual demands, or in which the level of benefits—or employee punishment—depends on the granting of sexual favors
- Environmental, in which an employer allows the existence of an intimidating, hostile or offensive work environment
- Indirect, in which an employee granting sexual favors receives greater benefits and/or promotions at the expense of an equally qualified employee.

Newspaper cases. Newspapers, like other businesses, are reluctant to talk about incidences of alleged sexual harassment.

However, several newspaper groups and independent newspapers acknowledge having had sexual-harassment claims filed against them. To date, the majority of newspaper complaints have been settled outside of the courts or EEOC. Some alleged incidents were disproved. Strong disciplinary actions were taken in other instances.

Such disciplinary actions have been upheld even in departments covered by union contracts. The Seattle Times' decision to dismiss a male employee for allegedly propositioning a female co-worker was supported by an arbitrator's ruling. The dismissed employee, a mailer, had received a prior warning, and the Times had published statements in its employee handbook and had posted rules regarding immediate disciplinary actions for sexual harassment [presstime, June 1984, p. 62].

The Columbus (Ohio) Dispatch discharged a male employee, also a mailroom worker, for making sexual remarks to a female mailer. Although there had been two other disciplinary actions taken against the employee, the Columbus Mailers Union No. 103 filed a grievance. An arbitrator upheld the dismissal [presstime, April 1985, p. 5].

Similarly, a circulation district manager was fired by the Rocky Mountain News in Denver after he directed abusive language of a sexual nature toward two female employees in the department, and an arbitrator upheld the discharge [presstime, Sept. 1984, p. 47].

A newspaper also is liable for harassment by supervisors and in some cases even non-employees.

Thomas W. Riebock, director of employee and labor relations at The Columbus Dispatch, says an example of the latter could be harassment of an advertising sales woman by an employee of an advertiser. In his example, the salesperson complains to the newspaper, which decides to move her to another account group where she receives less income; the employee then sues the paper for not taking corrective actions with the advertiser.

Sexual harassment is by no means limited to males harassing females. The reverse can happen. And harassment also may occur between males and between females. Some newspaper managers say that as more females move into supervisory positions, there is every reason to expect charges from men who claim to have been harassed by their female boss.

Newspapers must take a strong stand to prevent or stop sexual harassment. This position should be represented not only in policy statements—and restatements— but also in training sessions.

At the Columbus paper, Riebock says the company issued a statement on sexual harassment immediately following promulgation of the EEOC's 1980 guidelines. The newspaper has reissued it several times. In addition, all Dispatch supervisors take a 20-hour course on employment laws.

Riebock credits these company policies, as well as an immediate and thorough investigation prior to taking the disciplinary action, for the success in the mailroom-employee case. That case, although resolved in less-expensive fashion than if the claim had gone through the courts, will still cost the newspaper and the union more than $50,000.

USA Today's Travelstead says it is made known throughout the Gannett Co. organization that anyone found guilty of sexual harassment is very likely to be dismissed.

Also acting to deal with the problem is Knight-Ridder Newspapers Inc., which according to Julia Most, personnel director of Fort Wayne (Ind.) Newspapers Inc., expects each newspaper in its group to develop a policy statement on sexual harassment.

EEOC *guidelines say sexual harassment consists of unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct.*

For example, the Detroit Free Press issued such a statement last November. It reminded employees that the newspaper had a longstanding policy to "provide and maintain a work environment free from sexual harassment." Employees were informed that sexual harassment of fellow employees, either on or off the job, would not be tolerated.

Three years earlier, in a statement to supervisors, John McMillion, publisher of Knight-Ridder's Duluth (Minn.) Herald and Duluth News-Tribune, described sexual harassment as "an insidious practice that undermines morale and interferes with the productivity of its victims and their co-workers by creating an offensive, hostile, intimidating working environment." He said the newspaper will not tolerate sexual harassment of its employees by anyone—supervisors, other employees or persons doing business with the company.

Despite the strength of the statement, Mary Ann Spurier, personnel manager, reports that a few claims have been filed. She believes that rather than serving as a total deterrent, the statement had the major impact of letting Herald and News-Tribune employees know that action would be taken on their claims.

At the Fort Wayne papers, discussions regarding sexual harassment and its prohibition are included in company management courses, says Personnel Director Mast.

She believes the low number of claims going beyond the initial complaint stage can be attributed to a special program that brings together the people involved with a third party to discuss ways of correcting the behavior.

Policy statements and special programs like the one in Duluth provide clear directions on where or to whom employees may report sexual harassment. And they serve to make employees aware that management is concerned about the work environment and the legal rights of employees. ☐

IS IT A TREND?

Young Publishers spark newspapers

BY MARGARET GENOVESE
presstime staff writer

Six days a week, Julie A. Doll leaves her rented duplex and drives her 1983 Datsun sedan four miles across town to The Hays (Kan.) Daily News.

She's the publisher.

She's also 28 years old.

"We have some of the youngest publishers our group has ever had," says Lloyd Ballhagen, president of Harris Enterprises Inc., which owns the 14,126-circulation daily.

Besides Doll, who became editor and publisher last June at the age of 27, the group in January named 28-year-old Bruce Buchanan as editor and publisher of the Parsons (Kan.) Sun, an 8,309-circulation daily.

Is there a youth movement afoot at the upper echelons of the daily newspaper business?

Some say there definitely is. They attribute it to the decline of independent newspapers, where the publisher also was the owner and likely to be succeeded late in life by the next generation in the family, and to the concomitant rise of newspaper groups, which have provided more management opportunities for younger people, particularly at smaller newspapers.

"I feel very much that the newspaper business has gotten to a point where it readily accepts young, bright, intelligent people as publishers," says Rhea T. Eskew, senior executive of Multimedia Newspaper Co., which owns 14 daily newspapers. In 1984, at the age of 60, Eskew relinquished the title of publisher of The Greenville (S.C.) News and Greenville Piedmont (combined daily circulation of 110,238) to the then-34-year-old W. deBerniere Mebane.

Carl E. Youngs, president of Youngs Walker and Co., an executive-search firm whose clients primarily are newspapers, also says he has detected a trend toward younger publishers and suggests three reasons why: Newspapers are looking for the "high energy level that a more youthful publisher might bring and are willing to give up some of the expertise for that energy level"; explicit corporate policies make it easier for younger publishers to handle the job; and in companies that run leaner operations, younger publishers demand less compensation than more experienced ones.

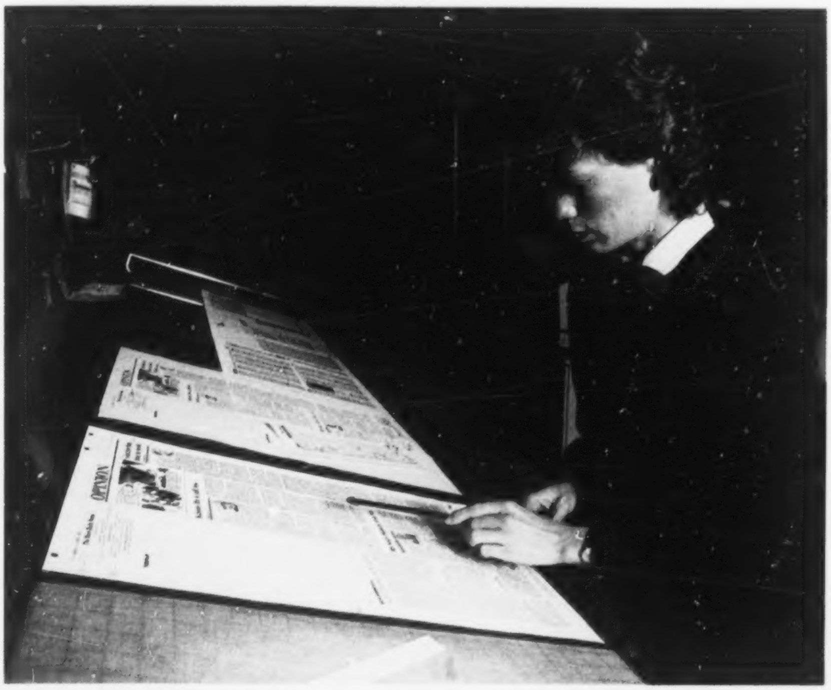
But others dispute the notion of a younger collective age among daily newspaper publishers.

One of the naysayers is Harry W. Edwards, who retired as ANPA director of membership development two years ago after 20 years of personal contact with virtually every publisher in the country. Edwards does not believe the general mix of publishers has changed substantially. "There are still a lot of graybeards," he says.

Someone attending publishers' meetings who gets the impression of a younger crowd may simply be reflecting his own advancement in age, according to an executive of one newspaper company.

There are no industry-wide statistics on the average age of publishers currently or previously. And statistics provided by newspaper groups are contradictory.

At Lee Enterprises Inc., the average age of publishers has gone down in the past five years—from 49.5 in 1980 to 47.6 today. Publishers at the 18 Lee dailies range in age from 32 to 63; the last two publishers named were 32 and 34 years old.



At The Hays Daily News, Editor and Publisher Doll pastes up her editorial for the day.

State/Local
Parsons Sun
Agreement reached on waterline
Board approves hiring aides

Buchanan was part of Harris Enterprises' executive internship program.

On the other hand, the average age of publishers in the Ottaway Newspapers group has risen in the past 10 years—from 49.5 years in 1975 to 53.5 years in 1985, with some fluctuation in between. Currently, the 18 Ottaway people with the title of publisher range in age from 39 to 63.

On the theory that some editors end up as publishers, there is one bit of evidence suggesting a younger set at the top. Indiana University researcher David H. Weaver, with his colleague G. Cleveland Wilhoit, conducted a study of U.S. journalists for a book to be published within the next year. He reports: "We do find that editorial managers are younger in 1983 than they were in 1971, and that would suggest that probably publishers are, too—but we don't have data on that."

It is, of course, illegal to discriminate on the basis of age in hiring, promotion and other employment practices. And some corporate executives deny that their organizations are seeking out younger people.

"We are trying to put in people who can carry us forward so that we are better off next year than last year in terms of our performance," says Madelyn P. Jennings, senior vice president of personnel and administration of Gannett Co. "Sure, we have a lot of young publishers because we think those individuals are going to do that for us."

Jennings points out that in the past six months, while Gannett named one new publisher in his early 30s, it also appointed one in her mid-50s. She says the average age of the 75 daily newspaper publishers in the Gannett group is 45.

Similarly, at Knight-Ridder Newspapers Inc., spokeswoman Beth Gwynn says there is no "policy or push or desire to lower the age of our publishers." Nor does it appear "that the publishers are getting any younger," she adds.

Of the 20 newspapers he oversees in the Stauffer Communications Inc. group, 11 are headed by people 40 years old or less, says Kenneth C. Bronson, vice president. If seeking a new publisher today, Bronson says he would probably look to younger people. "There just seems to be more people in the young-30 age group that are good prospects than there are in the 40s," he says.

Different attitudes. Bronson may be describing the "baby boom" phenomenon. There are 55-percent more Americans aged 25 to 39 than aged 40 to 54, according to BusinessWeek magazine.

What effect are these baby boomers having on newspapers? Corporate executives at three newspaper groups say their younger publishers tend to be more tentative about decision-making, reflecting their inexperience, but are also:

- More apt to want to engage in long-range planning
- Marketing- and promotion-oriented
- Interested in raising newsroom salaries
- Knowledgeable about all parts of the newspaper but less likely to get involved in the technical details of production.

Some younger publishers see their youthfulness as a plus, allowing them to identify with younger staffers and vice versa.

"I don't want to be known as 'Old Mr. Boley' to the staff," says Gary W. Boley, who became publisher of The Moultrie (Ga.) Observer, a 7,971-circulation Multimedia newspaper, two years ago at the age of 38. "I want to be 'Gary,' and I want the staff to feel like we all play a role in this effort. I don't want to retreat to my office and be a bean counter, although, I admit, I do my share of bean counting."

Publisher Doll says that within the plant of The Hays Daily News, her youth has presented no problems. The 15-member news staff is "relatively" young, she says, and the rest of the 52 full-time employees is a mix of younger people and veteran staffers. Doll served several months as assistant publisher, and during that time the former publisher "cleared a lot of the path for me."

In the community, "I think there is some perception that I am a little too young for the job and a little too female for the job." But on the whole, she says she has been "pleasantly surprised" by the reception Hays residents have given her.

Doll became interested in managing people when she spent one semester as editor of the Kansas State Collegian, a daily student newspaper. Being the sixth of 17 children in her family helped her learn how to take responsibility for herself and for others at an early age, she says, and it taught her how to get along with people.

In addition to that training and her journalism degree from Kansas State, Doll participated in Harris Enterprises' executive internship program, which takes younger newspaper employees, some fresh out of college, and gives them exposure to every part of the newspaper business, with special emphasis on the newsroom. Buchanan of The Parsons Sun also was part of that program.

Both Doll and Buchanan have news-editorial backgrounds, but that is not universal among the younger publishers. For example, the two new publishers in the Lee group previously were advertising directors. (They are also brothers.)

One question that arises with respect to young publishers is what happens to them during the remainder of their careers.

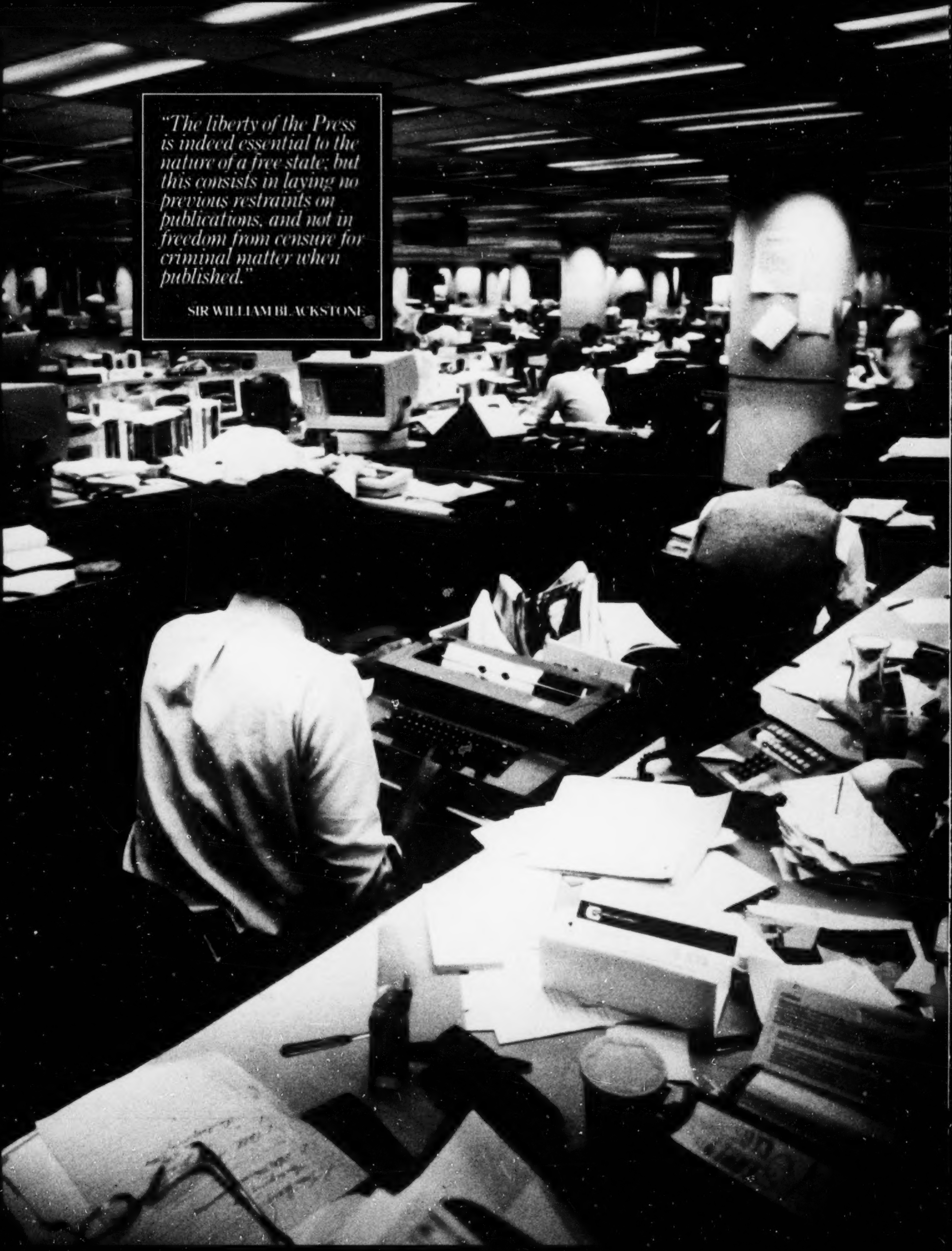
The record shows that some move to management jobs at larger papers. For others, the publisher's job has been a stepping stone to the corporate heirarchy of a group operation.

For example, Thomas P. Guyer, the 38-year-old president and chief operating officer of Ingersoll Publications was a publisher of an Ingersoll paper in his early 30s.

Guyer believes his organization, which owns 25 dailies, may be more willing than some others to give younger people a shot at running a paper. The reward of identifying management talent at an early age is having the benefit of that talent longer, he says.

"We have an inclination to take risks occasionally on especially bright young people who seem to have a lot of promise," says Guyer. "We do that knowing that a certain amount of the time we will be wrong. . . . But when we are right, it pays off big." ☐

The rise of newspaper groups has fed the youth movement.



> *"The liberty of the Press is indeed essential to the nature of a free state; but this consists in laying no previous restraints on publications, and not in freedom from censure for criminal matter when published."*
>
> SIR WILLIAM BLACKSTONE

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NATIONAL ADS COURTED

Computers soon will help agencies plan and buy newspaper ads

BY MARCIA RUTH
presstime staff writer

Ten years ago computer-driven VDTs took over the newsroom and began to make inroads into other departments of the newspaper. Today another computer-linked endeavor is at the prototype stage and hoping to make its own impact on newspapers—this time on the advertising end.

Computerized planning and purchasing of newspaper advertising is the latest in a series of efforts to bolster newspapers' small share of national advertising. So far, newspapers have lagged behind other media in offering advertisers and their agencies quick, efficient computerized ad buys. That may be changing.

Two newspaper systems have been developed, both are now being tested, and both plan to begin operating this year.

"The moment of truth is going to occur most definitely this year. It's just a question of how fast," says Edward Finley, marketing manager for the Newspaper Advertising Bureau, who has guided the bureau's efforts to develop a system.

Equally optimistic is Seymour Goldis, senior vice president and director of media services at the New York ad agency Doyle Dane Bernbach, which spearheaded development of the other system [presstime, June 1984, p.47]. "There's a freight train coming 80 miles an hour. They (newspapers) can hop on and ride to the next stop," says Goldis.

The DDB system was developed with a consortium of four newspaper advertising representative firms—Knight-Ridder Newspaper Sales and Story & Kelly-Smith, from the beginning; and Gannett Media Sales and Sawyer-Ferguson-Walker, who joined later.

Like other computer conversions, the most obvious selling point of an ad-planning-and-purchasing system is time-savings. Some systems are said to cut the time agencies need to include newspapers in national ad campaigns by as much as 90 percent.

Two different prototypes have been developed to speed newspaper data to the advertisers

Although there are differences in content and structure between the two systems, both ultimately would enable an ad agency to tap a computer for detailed information on newspapers' readership, circulation, ad rates and discounts, audience demographics and other market characteristics. Bypassing calculations that normally take days, these systems would give feedback within minutes on the cost and effectiveness of different newspapers' ad sizes and schedules.

Marcia Ruth

Goldis watches DDB's Tony Ann Signorelli demonstrate prototype.

When operating as envisioned, the systems would also provide immediate comparison of the potential effectiveness of ads in newspapers with those in other media, such as television and magazines, which have had computer planning and purchasing for the past decade.

After more than a year of development, both systems are now in the hands of commercial firms producing the software necessary to make the data usable by ad agencies.

A New York-based firm, P.E.P. Systems Inc. is preparing NAB's data for use on personal computers. Four firms are working with the DDB/consortium's concept toward a variety of on-line and disk-stored programs—Telmar, Windsor Systems, Management Science Associates and Interactive Marketing Systems.

Once developed, these packages would be marketed primarily to ad agencies, with the expectation that their cost would be more than offset by the increased efficiency in making newspaper buys. Of course, NAB and the rep firms expect long term gains in the form of increased newspaper advertising.

Targeting agency planners. Obtaining this information quickly and efficiently would enable agency planners to consider newspapers when, at the beginning of a national ad campaign, they decide which media outlets to use. It is at this point in the planning process when newspapers, partly because of their large number and diversity, are often relegated to promotional use by national advertisers—with coupons instead of ads.

Previously, such newspaper data have not been available from a single source. As a result, "newspapers are simply cut out very early in the planning process," says Betsy Anderson, marketing director of Story & Kelly-Smith. Use of computers to speed up the buying of advertising space in newspapers "should have been done long ago," she says.

According to the systems' advocates, once a way is found to channel the ever-

A key element in selling the concept to ad agencies is the expectation that data from the 1985 Simmons-Scarborough study can be integrated into the systems.

increasing quantities of readership and marketing data into an easily usable form, newspapers' upscale demographics, their ability to target specific audiences and their extensive knowledge of local markets will translate into bottom-line gains over competitive media.

"We hope to raise the level of marketing sophistication," says Frederick C. Weiss, senior vice president/marketing director of Knight-Ridder Newspaper Sales. If agencies can look at a plan for buying newspaper space, and engineer a buy quickly using a computerized system, "they will have time available . . . to talk to their sales person about what is happening in the marketplace, and we will be in a better position to sell specific market knowledge, rather than spend time selling numbers," says Weiss.

"Newspapers know what happens on a local market level better than anybody," says DDB's Goldis. "They have their fingers on the pulse. All one has to do is ask them the right questions and out comes really substantive answers which influence how people market products."

A key element in selling the concept to ad agencies is the expectation that data from the 1985 Simmons-Scarborough Newspaper Ratings Study can be integrated into the systems. To be released in June, the study provides extensive syndicated audience data on more than 90 papers in at least the top 50 markets [presstime, Oct. 1984, p. 8].

Currently, both systems contain rate information from Standard Rate & Data Service and circulation figures by the Audit Bureau of Circulations, and can be expanded to incorporate various forms of demographic and marketing data.

The consortium's system is currently designed to include information on more than 850 U.S. daily and Sunday newspapers in all 210 ADIs. (An ADI—area of dominant influence—is a term national advertisers use to define markets.) To be included by the consortium, a paper must have at least 25,000 circulation, or have at least 10,000 circulation and 1-percent household penetration of the ADI. NAB's system is designed to include all ABC-audited daily newspapers, regardless of circulation size.

Firms developing the computerized systems have a sense of urgency about 1985. According to NAB's Finley, it's a "race" to see which media are going to automate the planning and buying functions most efficiently. The thought is shared by Richard Makely, president of New York-based IMS, one of the four computer firms working with the consortium. "We're in two types of races," he says. "One is time, the other is quality of product."

During the past month, the DDB/consortium group and NAB stepped up their presentations to ad agencies, and computer firms moved into high gear to develop marketable ways to relay the two systems to clients, primarily agencies.

Which system will prove more effective, whether they will work in concert, or whether computerized planning and purchasing will have an immediate or long range impact on newspaper advertising sales at all, remains to be seen.

"Today no rep company knows exactly in what form this will be used by an agency," says Anderson of Story & Kelly-Smith. "But we think we've made important first steps."

Meanwhile, supporters take heart from the relatively small amount of unified effort needed to launch such computerized programs, at least when compared to mobilizing support for previous efforts to strengthen newspapers' national advertising, such as syndicated research or the Standard Advertising Unit system.

"It doesn't require hundreds of publishers at the outset. . . . It doesn't require a huge investment," says Goldis of DDB. "It requires an altered mindset." ☐

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Employee attitudes

Newspapers of all sizes are seeking opinions from their employees about working conditions

BY CLARK NEWSOM
presstime staff writer

Newspapers with fewer than 100 employees, such as The Times-Mail of Bedford, Ind., up to those with more than 7,500 employees, such as the Los Angeles Times, are using attitude surveys to find out what's on their employees' minds.

The goal is to identify strong and weak areas within the newspaper. Employees participating in the written surveys do not sign their names.

"The number of employees is totally irrelevant to the need for a survey in averting problems or identifying matters of concern," says Melvin P. Reid, president of Byron Harless, Reid and Associates. The Jacksonville, Fla.-based consulting firm has conducted surveys at newspapers since the early 1960s and lists Knight-Ridder Newspapers and regional newspapers of The New York Times Co. among its clients.

In the past two decades, there has been steady growth in the use of employee attitude surveys by newspapers of all sizes.

According to Malcolm F. Mallette, director of development at the American Press Institute in Reston, Va., there has also been increasing interest in such surveys by employees as well as employers. He notes that the surveys serve as a barometer for the success of a newspaper's other employee-communication efforts [presstime, Jan. 1984, p. 30].

An attitude survey can raise employees' expectations that problem areas identified will be addressed, and employee relations experts say follow-up is essential. In that regard, A.N. Dawson, personnel director of the Alexandria (La.) Daily Town Talk, warns: "If you do one, and employees sound off, and management doesn't act to correct those problems, surveys will lose credibility."

As the number of newspapers using attitude surveys has grown, so has the number of firms conducting them. One is even owned by a newspaper company: Media Surveys of Topeka, Kan., a division of Stauffer Communications.

In addition to the 21 dailies in the Stauffer group, Ottaway Newspapers, Nixon Newspapers and others use the company's services, reports Media Surveys President Kenneth C. Bronson.

Sometimes, newspapers elect to handle employee surveys with no outside help. For example, the five dailies in the Horvitz Newspapers group participated in such a survey late last year. "It was a real positive experience for everyone involved—from the publisher right on down to the newest hired employee," says William T. Devers, corporate personnel manager for the Valley View, Ohio-based firm.

But the majority of such surveys are handled by outside specialists in employee relations, such as The Chicago Consulting Center Inc.

Ellen Joy Bernstein, a CCC vice president, says one trend showing up in recent surveys of employees is a perception of more job pressure because of management's insistence on higher quality work and heightened productivity.

She also notes that a common problem cited on newspaper surveys is a lack of cooperation and communication between departments.

Bernstein's firm has established norms for newspapers and their departments, which are a composite of responses from all papers that have participated in its 98-question surveys. (See box, facing page.) Dailies in the Landmark Communications and Times Mirror groups are among those that use the CCC's services.

Newsday of Long Island, N.Y., a Times Mirror newspaper, conducted its first survey last year with the help of the Chicago company.

"There's a lot of time and effort involved in a broad survey covering more than 2,000 employees," says Daniel V. Mannix, director of Newsday employee relations.

The Times Mirror flagship paper, the Los Angeles Times, sponsored its first formal survey in the mid-1960s and has done one about every five years since. It

Bernstein conducts training session for "feedback leaders" at the Greensboro daily.

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where business systems will be in five or 10 years.

"Technology is moving so fast that it's going to take some pretty clever people to figure out how to utilize all these developments," says Hackensack's Lewis.

As many newspaper executives point out, they can't predict with certainty what will happen at their papers in those time frames, and the circumstances shaping the newspaper business ultimately determine the application of business systems.

"It's up to the imagination of the newspaper people involved and how deep publishers' pockets are," says Arnold of Raleigh.

"We're just on the cutting edge of all this," says Mount of the Los Angeles Times. "A lot of groundwork has been laid since 1980, and in the next five years, we're going to see a lot of results."

Certain possibilies are evident, particularly with circulation-related operations. For instance, newspapers would like to take a cue from magazines and track single-copy sales more effectively with circulation programs. "If one is to become very accurate (about circulation)," says Tim Alldridge, director of consumer marketing for the San Jose (Calif.) Mercury News, "one would have to monitor single-copy sales rack by rack."

There are many other marketing-related tasks that might be handled by future business systems, but it is unclear which ones actually will be tackled and when.

"Newspapers are changing from an information-distribution medium to a marketing medium," says APT's Tillman. "I think we may have the answer before we have the question. Marketing needs to establish a clear-cut definition of what its needs are, and newspapers have to be willing to pay for whatever it takes to meet those needs."

One thing is clear: It will be up to newspapers to dictate what comes next in business software. As one vendor, Downing of Gulf Coast System Design, puts it: "We're going to ANPA (the Operations Management Conference & Exposition) in June to listen to what newspaper people are talking about. Then we'll come back and set our priorities."☐

Palmer of the State-Times and Morning Advocate says, "Everything is going to be computerized in five years."

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is planning another one, probably with the help of a consulting firm, later this year. "It's an important way of keeping our finger on the pulse of employees," says James W. Duncan, employee relations director.

The Orlando (Fla.) Sentinel is currently preparing for its second survey, also with outside assistance. Vice President Gerri Cordle notes that this year's survey will be more valuable because the company will be able to compare the results with those of the first one two years ago.

Costs and results. Employee attitude surveys conducted by a consulting firm cost from $3,500 to $20,000, depending on the size of the newspaper and services required, estimates CCC's Bernstein.

"The cost is in the professional time rather than the number of employees," says Reid of Jacksonville. He says a two-day survey of 200 employees could be done by a consulting firm for $5,000 plus expenses.

Sometimes a newspaper may want to follow the written survey with confidential interviews with a random sample of employees.

Some papers may also contract for the consulting firm either to handle the "feedback" of results to employees or to train people to do this work. Charles L. Hughes, president of Center for Values Research Inc. in Dallas, another firm that conducts such surveys, says that management "must feed data back to employees and involve them in identifying areas for improvement."

Sharon K. Nesselroad, personnel director of the Greensboro (N.C.) News & Record, reports that as a result of a 1982 survey, the newspaper's benefit plan was improved, a benefits handbook was distributed and a monthly in-house publication for employees was launched. Other changes emanating from the survey included:

- A job-posting policy was instituted to give employees more opportunity to advance within the newspaper and the parent company, Landmark Communications.
- The newsroom was reorganized to improve communication and feedback.
- Desk partitions were installed in the advertising department to reduce noise level and create more privacy.
- A new locker room was provided in the building maintenance department.
- The employee parking lot was fenced and lighted for added security.
- The circulation department developed a 10-day program for new district managers to complete before being assigned the responsibilities of a district.

The Greensboro daily conducted another survey last year, and Nesselroad reports the comparison with 1982 results showed significant improvements in the way employees perceive their jobs and the company.

Do it yourself. A less expensive approach is to conduct a survey without the aid of a professional firm, as was done by Horvitz Newspapers.

Also taking that route was The Commercial Appeal of Memphis, which put together a 25-question form to get employees' opinions on such matters as plant cleanliness, security and athletic programs. Personnel Director Warren C. Funk reports that as a result of the questionnaire, improvements were made in the company's lunch facilities and service recognition program.

On a more regular basis—about once every 12 to 18 months—Harte-Hanks Communications conducts an in-house survey, according to Floyd Whellan, senior corporate director, human resources.

The program was started in 1973. About 5,400 employees in 90 divisions, including 25 daily newspapers, are surveyed. "We have tracked the results of the surveys so that norms are developed corporate-wide," Whellan says. "The system is totally computerized, which enables us to track trends over time and to highlight major trends between years. A shift of 5-percent or more in responses is significant and indicates a need for analysis and follow-up."

Whellan says the 38 questions are designed to see how employees perceive, among other things, their work environment, job elements, benefits and compensation, and supervision—particularly the quality of leadership provided. Some divisions add customized questions.

The surveys produce "extensive comments from employees that have proven to be especially valuable in developing future strategies for organizational improvement," Whellan says. "In addition, the information is useful for identifying training needs," such as the coaching of supervisors on leadership skills. Other examples of actions taken have ranged from improvements in customer services to establishing new employee communications programs.

"The survey is very important in keeping all levels of management abreast of the employee relations climate at the operating divisions as well as the degree of commitment employees have toward the company," Whellan says. "For example, in most cases, our norm on the question, 'I feel proud to be associated with this company,' will run close to 91-percent positive, which is a strong sense of overall commitment."

Whellan says the company makes a "significant effort" to ensure anonymity. "We will not isolate a department for reporting purposes if there are fewer than 10 employees in it."

Duncan of the Los Angeles Times also notes concern among some employees that they might be identified from their answers to demographic questions. This is one reason so many papers use a consultant rather than their personnel departments to conduct the surveys; the theory is that employees feel more secure in mailing their responses to an outsider.

In the case of Harte-Hanks and its in-house survey, fears about loss of confidentiality are eased, Whellan says, by having employees return their questionnaires to the corporate office in San Antonio, which is physically separated from the newspapers and other divisions. ☐

The kinds of questions asked

Here are a dozen examples of questions from the standard Newspaper Employee Survey of The Chicago Consulting Center. (For each question, the employee is asked to check one of three boxes: "Agree," "?" [no opinion], or "Disagree.")

- I have a clear idea of results expected of me on my job.
- The work in our department is generally well organized.
- The quality of work done here is very good.
- My supervisor does a good job of building teamwork.
- Other supervisors besides my own often try to tell me what to do.
- New people receive adequate training for their jobs.
- The training the newspaper gave me was very good preparation for the actual work.
- The people I work with get along well together.
- There are many cliques that create an unfriendly atmosphere.
- Management is generally respected by employees.
- Management changes its mind so often, it interferes with getting the work done.
- My supervisor plays favorites.

CONSUMER NEWS

BY BARBARA J. FRIEDMAN
presstime staff writer

In the 1970s, consumer issues were hot news, often fueled by federal-government efforts to protect the buying public. The 1980s are proving a different story.

The government is retreating from a regulatory role, in many cases leaving consumers to fend for themselves. There are fewer big-headline consumer events such as Ralph Nader's drive against Chevrolet's Corvair and the bumpy road traveled by Ford's Pinto.

"The whole consumer movement has lost a lot of steam," says A. Kent MacDougall, a Los Angeles Times business reporter who has covered consumer issues such as car "downsizing" and product labeling. MacDougall surmises from his regular reading of four metropolitan dailies that newspapers are feeling less pressure from activists "to cover the sins of business as they concern consumers."

Whether they feel less pressure or not, many newspapers are continuing their efforts on consumers' behalf, but it is appearing in different guises. And while there may be fewer reporters with the formal title of consumer reporter, observers say, more copy touches on consumer angles.

Such articles now appear in many parts of the newspaper, including the business, metro, lifestyle and food sections. Special sections on health, recreation and other topics by their very nature strongly consider the consumer's point of view.

For many reporters, including the consumer angle has become a matter of course. Before joining the Los Angeles Times, MacDougall spent 10 years at The Wall Street Journal, where, he says, reporters were encouraged to include the consumer's side to broaden interest in business stories. The habit stuck, and MacDougall's research for a story usually includes checking with consumer public-interest groups.

He says newspapers should be "looking not for dirt but for stories that affect consumers . . . especially for stories where dangers to consumers are a possibility. Those are stories you're not going to get a press release on."

If consumer reporting is continuing in a new form, traditional action-line columns may be on the wane. Herb Brown, consumer writer and action-line editor of The Press of Atlantic City, says "the columns are dying." He says other papers have followed the lead of The Bulletin of Philadelphia, which dropped its Fix-It column—one of the best and oldest action lines—several months before the paper's death in 1982. The reasons for ending the columns, Brown contends, are cost, repetitiveness and worries about offending advertisers.

Royce P. Gorseth, editor of the Action Corner column of The Spokesman-Review in Spokane, also believes there are fewer action lines overall than a few years ago, although he says he is seeing more of them on the West Coast, some at weeklies and suburban shoppers.

No one apparently knows how many action-line editors are at work. One reason for the lack of figures is the death of the short-lived ActionLine Reporters Association, which succumbed in 1982.

But if action lines are declining, it doesn't appear to be affecting newspapers' overall interest in addressing the needs of the consumer. About 300 papers still carry the syndicated column sold by the Consumers Union of the United States, about the same number as several years ago. And the interest has spread to other media. According to Brown and several consumer activists, the amount of consumer reporting on television and radio has mushroomed. There are "more and more consumer reporters" on television and radio than ever, he says.

As the body of government regulations shrinks, says one consumer activist, the need for consumer reporting grows. David C. Berliner, assistant director of the Consumers Union,

Bart Raymak, The Spokesman-Review, Spokane

Spokane's Gorseth plows through heavy mail for the Action Corner.

HOLDS ITS OWN

says, "When somebody else isn't taking care of a problem, it gives a reporter more things to look at."

Recall notices. Despite this continued and, in many cases, even expanded effort, observers say the media could do a better job of consumer reporting.

Jack Gillis, director of public affairs for the Consumer Federation of America, who regularly gets information requests from reporters, says newspapers bury product recall notices, when they run them at all. Yet the notices are "the only way the public can learn about dangerous products," he says.

Gillis suggests newspapers regularly should run such notices and anchor them on page 2 for familiarity and consistency.

Sam Zagoria, ombudsman of The Washington Post, in a column last July criticized that newspaper's policy on recall notices. He said the Consumer Product Safety Commission had issued press releases on 13 recalls since January 1984. "Eight have not appeared in The Post," he wrote. "But even this showing is better than other daily newspapers I have seen."

Zagoria also has urged newspapers to consider using photographs or drawings to clarify which products are being recalled.

In contrast to unhappiness over newspapers' record in printing product-recall notices, there generally appears to be no objection to the incorporation of the consumer angle in all sections of the newspaper.

But, noting the spread of consumer news "all over the place," Gillis also says he would like to see a specific section set aside for consumer news for greater impact.

Supporting the recent practice of folding consumer news into broader stories is Francis A. Pollock, editor of the defunct magazine Media and Consumers.

Instead of looking at "narrowly defined business performance," reporters writing for business sections are "looking at the much broader" issues, he says. Reporters covering, say, a utility rate increase, are looking at its impact on people as individuals.

Food sections, a relatively new focus for consumer reporting, have become "thought provoking" and "critical in a good sense," Pollock says. A few years ago, they were mainly a way to sell advertising, he contends.

Long tradition. There may be disagreement about the form of consumer news, but there is little argument about the function. Nearly all observers agree that the public has benefited.

Consumer reporters inherit a tradition established by pioneers like Upton Sinclair, whose 1906 book *The Jungle* helped push Congress into passing the first Food and Drug Act.

Since then, interest in consumer reporting as a specific beat has ebbed and flowed, says Pollock. It was strong in the 1930s and 1940s, he says, then waned until the most recent surge from 1965 to 1975.

> *Currently, one of the most predominant topics for coverage is the financial industry, because an array of new issues has been created.*

During that last 10-year peak, newspapers became much more sensitive to the ethical questions involved in their relationships with advertisers, Pollock says. "It was a time when the profession cleaned up its act."

However, consumer reporting proved not an easy beat. It became unmanageable for some journalists because of the in-depth knowledge required for many complicated consumer topics, Pollock says. He once counted at least 75 such subjects, each massive business fields in themselves, including life insurance, credit practices, utility rates, product safety and medical malpractice. "It was impossible. Many (reporters) burned out or they made such a big mistake, it just blew up in their faces."

The list of topics for coverage is long. Currently, one of the most predominant is the financial industry, where deregulation and increased competition have created an array of new issues. Despite a marked increase in business reporting by newspapers in recent years, consumer activists believe not enough is being done to help consumers find their way through the jungle of new financial services, widely varying interest rates and other confusing conditions that entangle the financial marketplace.

Some newspapers make notable efforts to tackle these and other chores on behalf of the consumer. Berliner of the Consumers Union singles out The New York Times as a newspaper that "does a superb job." He observes generally that consumer reporting is more vigorous at newspapers that have the financial resources and willingness to make it a full-time beat.

"Unfortunately, I believe there are a lot of newspapers that have the resources but not the commitment," Berliner says.

At the same time, there are many newspapers with fewer resources that still make the effort to help readers sort the good products from the bad.

Whether this effort should be made by many reporters writing in all sections of the paper or should be handled solely by consumer reporters is still debatable. Some argue that the consumer effort will fall short if consumer reporting is undertaken as a part-time beat.

To address consumer issues, a reporter needs to know the market, the problems, the body of local and federal consumer regulations, what agency is responsible for enforcement and if the agency is doing its job, Berliner says. "It's almost impossible for someone who works part-time at a (consumer reporting) job."

But veteran consumer reporter Brown of The Press in Atlantic City thinks otherwise. "You don't have to be a consumer reporter," he says. "You just have to be a good reporter."

The government, he says, bombards him with information about general and consumer affairs at a rate of three to five press releases a week. Add in other sources and he gets about 10 a week. On top of that information, there is a broad range of sources a reporter can tap, starting with the federal Consumer Information Center in Pueblo, Colo.

Like others, he believes beat reporters are covering consumer issues more than ever before, and "You're better off that way. I can't imagine any editor just wanting one (specialized) reporter to handle consumer stories."

> To one person action lines are "lightweight," to another a "very valuable" service. But even those who praise action lines say more needs to be done for consumers.

Action lines. Such specialized reporting, however, remains evident in the approximately 200 action-line columns that still appear in newspapers, according to a listing in the *Editor & Publisher International Year Book* for 1984. Despite the growing expense of telephone calls, postage and reporting time necessary to run an action line, their high readership makes them worth the cost. Gorseth at The Spokesman-Review has written Action Corner for 16 years. It is his full-time job, and is very expensive for the paper, he says.

Dan Lowe, news editor as well as action-line editor at the Sedalia (Mo.) Democrat, says the consumer column is so expensive to operate that the paper put a $50 floor on most losses he investigates.

Action-line, or "hotline," reporting deals with complaints as varied as defective mail-order tulips to potholes on Main Street.

Some disagree on their worth. "Hotlines tended to be lightweight," Pollock says, and "they never evolved into much more than an interesting reader service." Hotlines often stick to covering governmental mistakes and mail-order abuses, he says, and rarely deal with problems at big, local retailers, who are often heavy advertisers.

Berliner thinks differently. Locally-oriented action lines are "very valuable" for a "particular problem," he says, but he acknowledges that if they are all a newspaper does for consumers, "then the bulk of its readers are being left out."

In Sedalia, inquiries submitted to the column often stem from unsatisfactory encounters with businesses or government, says Lowe, who takes a conciliatory approach in the column targeted toward answering questions. But he says, "You always get threats, 'Don't print this.'" He says in 99 percent of all cases the newspaper has supported the column.

Lowe, who has been writing the hotline for five years, says a readership survey conducted last year found the column was the most widely read standing title in the newspaper.

Now that he has become news editor, Lowe plans to turn the column over to a general-assignment reporter. Tracking complaints is a good way to develop sources, he notes.

Gorseth of The Spokesman-Review is proof of that. His job regularly takes him outside the newspaper office, not only to pursue items for his column but also for the 30 or so talks a year he gives on consumer issues. He talks to groups from government and business, as well as to citizens groups and service clubs.

While some consumer columns portray business and government in "the black hats and the citizens and consumers in the white hats," Gorseth says, he is not afraid to say when "consumers are wrong and the government is right." He adds, "I generally do not view anyone as the enemy but as the friend."

That attitude, he thinks, has given him staying power on a beat notorious for "burn-out."

Gorseth says 99 percent of his work as a reporter is conciliation. Also, he does not print names of the complainer or the target. Using names "is a form of intimidation," he says, and "I just can't operate that way. . . . Even if a person rights a wrong, the name is tarnished."

Gillis of the Consumer Federation disagrees. Once a reporter has established a pattern of bad service, he says, names should be used. One of the "best ways to get the free marketplace to work is to expose the bad apples specifically by name but also the good apples," he says. "The whole purpose of a consumer reporter is to expose the good and the bad."

He adds that with a buyer-beware philosophy permeating government, and with the growing complexity of products that make them harder to evaluate, "The only place consumers can turn to is good media reporting." ☐

Small dailies drive home a point about consumer news

Betty Lester of The Frederick (Md.) Post and The News has a respect and liking for cars. So she writes about them for the people of that Western Maryland community.

It's an example of one way smaller newspapers can serve the consumer-information needs of their readers—tapping the abilities of staff members with special interest in a subject. And cars are arguably the number one consumer topic.

Lester began writing her weekly car column—World on Wheels—in 1974, about five years after she joined the Frederick papers to do advertising layout. Those were the days when drivers wondered if gas or gold would be more valuable a few years down the road.

When Lester went to work for the paper, she was drag racing Camaros and Fords. She continues to dummy ads but also writes her car column, prepares copy for an autumn car tabloid, and covers automobile and motorcycle racing.

She says she tests new cars "rather hard," looking at the initial acceleration, the ride and, among other things, overall performance given the price. Her relationship with local car dealers who supply many of the the test cars is good, she says, and she discusses what she finds with them and gives them "feedback."

While she has written in her column about a problem Ford had with its seats one year, she says, "I would never come out and say this car is totally a lemon." When she finds something unfavorable, Lester takes the tack of "not saying that it's bad" but "that it could be better."

When people call to complain about a car, Lester refers them to a government agency that handles consumer issues.

Frederick residents know the subject of Lester's column when they see her on the road. She slaps a magnetic sign on the car with the newspaper's name and the logo, "Test Driving By Betty Lester."

We make you laugh. We make you cry.

We inform you, excite you, entertain you, involve you.

News reports that are vital.

New recipes that are delightful.

A tragedy that's almost too painful to hear.

A comic strip that's really too funny for words.

Fashions for the eye.

Music to your ears.

A spy story that's a figment of someone's imagination.

A spy story that's just happened in real life.

Communicating the serious.

Documenting the frivolous.

Facts. Fiction. Fantasy. Reality.

Information about the world that enriches and expands our minds while it changes and shapes our lives.

In homes across the country, where there's a television, a book, a newspaper, a radio, a magazine.

Millions upon millions of people everyday are watching us, hearing us, reading us.

It's a responsibility we don't take lightly.

THE HEARST CORPORATION

MAGAZINES Colonial Homes • Connoisseur • Cosmopolitan • Country Living • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating & Sailing • Popular Mechanics • Redbook • Science Digest • Sports Afield • Town & Country • National Magazine Co., Ltd. (United Kingdom) • Magazine Distribution • Eastern News Distributors • Communications Data Services • International Circulation Distributors • Periodical Publishers Service Bureau **BROADCASTING** TV Stations • WBAL TV, Baltimore, MD • WDTN TV, Dayton, Ohio • KMBC TV, Kansas City, MO • WISN TV, Milwaukee, WI • WTAE TV, Pittsburgh, PA • Radio Stations • WBAL AM, Baltimore, MD • WIYY FM, Baltimore, MD • WISN AM, Milwaukee, WI • WBTT FM, Milwaukee, WI • WHTZ FM, Pittsburgh, PA • WTAE AM, Pittsburgh, PA • WAPA AM, San Juan, Puerto Rico **NEWSPAPERS** Albany (NY) Knickerbocker News • Albany (NY) Times Union • Baltimore (MD) News American • Beaumont (TX) Enterprise • Clearwater (FL) Sun • Edwardsville (IL) Intelligencer • Huron (MI) Daily Tribune • Laredo (TX) Times • Los Angeles (CA) Herald Examiner • Midland (MI) Daily News • Midland (TX) Reporter Telegram • Plainview (TX) Daily Herald • San Antonio (TX) Light • San Francisco (CA) Examiner • Seattle (WA) Post Intelligencer • 40 weeklies in California, Michigan, Florida and Texas. **BOOKS/BUSINESS PUBLISHING** Arbor House • Avon • Hearst Books • Hearst Marine Books • William Morrow & Co., Inc. • Hearst Business Communications, Inc. • Hearst Business Media, Inc. • Hearst Professional Magazines, Inc. • American Druggist • American Druggist Blue Book • Electronic Engineers Master Catalogue • Electronic Products Magazine • Integrated Circuits Master Catalogue • Motor Books • Motor Crash Estimating Guide • Motor Magazine • National Auto Research Publications • Today's Office **CABLE COMMUNICATIONS** Hearst Cablevision of California • Los Gatos, CA • Milpitas, CA • Newark, CA • Santa Clara, CA • Cable Programming Networks • Arts & Entertainment (a joint venture between Hearst/ABC Video Services and RCTV) • Lifetime (a joint venture between Hearst/ABC Video Services and Viacom International) **OTHER ACTIVITIES** Cal Graphics • Hearst Feature Service • Hearst Metrotone News • King Features Syndicate • King Features Entertainment • Reader Mail, Inc.

NEWSPAPER BUSINESS SOFTWARE

From billing for classifieds to circulation management, computer programs are changing everyday operations

BY PAUL KRUGLINSKI
presstime technical writer

Software has become the hard core of the business of newspapering.

Twenty-five years ago, the blending of computer software, or electronic intelligence, and news allowed the newspaper business to begin its leap from hot metal-letterpress processes to photocomposition and offset printing. In addition to improving the efficiency of the front end of the business, the results of that blend were also immediately apparent in a better-looking product.

The effects of the more recent marriage at newspapers of software and business-systems data may not be so visually apparent, but they have been every bit as dramatic. Some examples:

- Employment agencies electronically send classified listings to newspapers.
- Bar codes keep track of newsprint inventories and automatically count returns of unsold copies.
- Newspapers target readers with special advertising and editorial sections
- Marketing analysts use newspaper databases to provide advertisers with specific information about readers.
- Circulation programs control mailroom operations.
- Advertising programs track display advertising production.
- Newspaper carriers are kept up-to-date on the status of their routes through ink-jet-printed sheets that double as wrappers for the bundles.

All these things and more are made possible by the advancements in computer programs developed for the business side of newspapering.

Because of these advances, the databases—the huge files of advertising, circulation and financial information at the heart of a newspaper's business operations—are being sorted, compared, extrapolated, interpreted and manipulated in ways that were unheard of a decade ago.

Newspapers have become "marketing mediums," as one software vendor phrased it. And measuring numbers and statistics, the forte of today's business programs, is providing newspapers with some sophisticated marketing tools.

Also, the systems themselves have become much more integrated, each melding its powers with other systems.

The State Times and the Morning Advocate of Baton Rouge, La., provide an example of the integrated power of business systems and what may be the trend of future operations. The papers are building "clustered" systems comprising four Digital Equipment Corp. VAX computers linked in an Ethernet network using the latest advertising, circulation, production and financial programs. Linked to the mainframes are personal computers that handle fixed assets and credit checking, among other applications. Nearly all the programs were purchased from outside software vendors, rather than developed in-house as newspapers tended to do in the past.

Besides handling all the business applications for the newspapers, the systems do the payrolls for radio and television stations the papers own, manage employer/employee contributions to the firm's retirement program, and monitor a gasoline-distribution program.

"I think everything is going to be computerized in five years," says Richard E. Palmer, vice president-news and production.

What has happened, according to newspaper executives and software vendors, is that newspapers are now getting caught up in the office automation revolution that has swept through other businesses.

"We see this enormous thirst for information," says James H. Chapman, vice president sales/marketing for Neasi-Weber Inc., a Studio City, Calif., business systems vendor. "A lot of plans that were just dreams two or three years ago are reality now."

Simply knowing which household subscribes and which doesn't, or which advertiser is credit worthy and which isn't, will no longer suffice in today's highly competitive world. It has become necessary for newspapers to know the lifestyles of their readers and to provide that information to advertisers. If the software programs to achieve such advanced applications are not available from commercial vendors, newspapers' own computer programmers are developing them.

Business software allows newspapers to gather and provide that information very quickly. In essence, it has allowed newspapers to be more competitive for advertising dollars and given them more tools to market their products.

"Our marketing research people are just starting to get a handle on all this in the last year or two," says Richard E. Lewis, vice president/operations for The Record of Hackensack, N.J. "But we're getting smart fast."

Ongoing evolution. The development of business-software programs for newspapers dates from the early 1960s. The process has accelerated in recent years, and although industry-wide data are not available, newspaper executives and vendors say that advertising, circulation and financial systems are now almost as common as newsroom front-end systems.

Generally, business systems at newspapers have followed the same line of development as business systems in other industries. The first were "batch" programs—card- or magnetic-tape-based systems whose programs were run overnight and updated periodically.

"The original systems started out as billing and accounting systems," says Beth Loker, vice president/advanced systems for The Washington Post.

As the computer revolution entered the 1970s, the systems moved from the batch approach to the on-line approach, where information is assimilated and the database is updated immediately. Data are produced instantaneously, or in "real time," as database managers say.

In the mid-1970s, business systems began changing in their nature and functions. Marketing people started using the data for promotional purposes.

"The idea that you could do something more with the information (other than accounting) was common among industries," Loker notes.

The same information contained within the classified database was used as the basis for offering advertising of professional services like reupholstery, carpentry and roofing repairs.

The information could even be extended to a circulation purpose: The people advertising in the classified section could be checked against the paper's subscriber lists to see if they were subscribers. If they weren't, the paper's circulation staff could pursue them.

The first inroads into the more advanced systems were made with advertising systems because "generally, that's where the money was," Loker says. "Advertising was a much bigger part of the pie. That's why it's been getting the attention."

Since the rise of direct-mail competition, however, the research-and-development emphasis has shifted to circulation systems. Also, because newspapers' marketing and promotion departments both can use the information in the advertising and circulation databases, there appears to be a trend toward having at least those databases compatible with each other, although newspapers as an industry lag in the use of fully integrated systems.

The cost of any business system is difficult to determine, primarily because the needs of individual newspapers are so varied. Generally, though, mainframe-based systems that include advertising, circulation and financial programs cost between $100,000 to more than $1 million, including the computers. Personal computer-based systems for weeklies and small dailies range between $12,000 to $25,000.

Executives and vendors agree that the newer business systems are giving newspapers more power for the money. While some programs cost more than they did years ago, they offer far more options and features. Also, the cost of computers and memory storage has dropped drastically over the years.

However, unlike for editorial front ends and some other types of computers equipment, it is difficult to justify a business system in terms of manpower savings. Since the introduction of their business systems, the Baton Rouge dailies have "reduced our accounting department by seven or eight people," says Palmer. "Now, that won't cost-justify the system since it will take years to write it off" if the savings are based on salaries alone.

The papers measure the benefits by "providing our managers with more timely information much more quickly, which has improved our operations," says Palmer. "But how do you put a dollar value on it? I just don't know."

According to Lewis of Hackensack, the bottom line for justifying the purchase of a new system is whether the newspaper is operating efficiently.

"I think that if you sit down with a pencil and paper," he says, "you're not going to be able to justify business systems. It comes down to your ability to conduct business and pay bills."

"Business systems today are being looked at the same way as cars (once) were," says Robert J. Kasabian, executive director of the International Newspaper Financial Executives organization. "They used to be a luxury, now they're a necessity.

There is a resemblance between the way business is conducted at large and small newspapers; thus the basic requirements for a large or small business system are much the same. A large system requires a bigger, more expensive computer, of course, "but the (application of the) software is essentially the same," says Thomas A. Dempsey, president of Vision Data Equipment Corp., a Rensselaer, N.Y., business systems vendor.

The "time window"—the maximum allowable period for generating needed data—is the same for large and small newspapers. However, large papers must process much greater amounts of data within that window; hence, both their hardware and software must be much more sophisticated.

According to John N. Palm, vice president/systems for Gannett Co., the level and detail of reports generated by business systems tend to be more critical at larger newspapers. There are extra layers of management," he says, "so there's a much greater need for responsibility reporting at each level."

Currently, there are about 15 to 20 vendors that are marketing some portions of newspaper business systems that operate on mainframe computers, and 10 to 15 firms that offer such business software products that run on personal computers.

Because of the changing nature of programs, many data processing managers divide business programs into those that must be tailored to the peculiar operations of any given newspaper and those that address functions generic to any business. Advertising and circulation packages fall into the former category, while financial packages comprise the latter.

Advertising-management systems. The first advertising programs, introduced into the newspaper industry in the 1960s, were primitive by today's standards. They did little more than track accounts receivable—and then only the accounts for national and display ads. Classified ads fell within the realm of photocomposition production systems.

Data processing managers say that in the last decade, classified advertising has begun to be subsumed by the comprehensive advertising system. And the databases of classified, national and display advertising have converged into one software package, which is a relatively new wrinkle.

"There is a fundamental difference between a system that is accounts-oriented and one that is advertising-oriented," notes Richard C. Cichelli, president of Software Consulting Services of Bethlehem, Pa., a vendor of business software for newspapers.

Without discounting the importance of the accounting aspects of advertising systems, vendors say that accounts receivable is a "given" with any system and that it should be separate from the growing database-management functions of the newer advertising-management systems.

Many vendors and data processing managers believe an advertising system should have at its core the ability to:

- Schedule production of the newspaper
- Handle billing of advertising accounts
- Provide credit analysis of advertisers
- Store historical information.

However, few advertising programs nowadays are limited to these fundamentals. Firms marketing the more involved systems claim their products can routinely generate reports on the individual performance of advertising sales representatives, do credit checks, monitor the performance of contract advertisers and analyze market trends.

The name of the advertising game today, according to vendors and data processing managers, is *measuring*—measuring sales revenues, costs, performance and other business indicators.

As advertising systems continue to make inroads in the newspaper industry, software vendors believe newspapers have yet to reach the limits of exploiting advertising databases.

PCs soon may offer

While most of the business software being written for newspapers is geared to mainframe computers, personal computers are making inroads into the business side of newspapering, albeit not like they are on the editorial side [**presstime**, June 1984, p. 12].

"Many of the applications written for mainframes are now being written for personal computers," says Frank Tillman, product manager for Applied Printing Technologies Inc. of Trevose, Pa. "We can give the little guys the same technology as the big guys have had. I've got 4,000-circulation newspapers (customers) that have the same power now that 100,000-circulation newspapers had a few years ago."

A host of firms have joined APT in offering business applications programs for PCs. Among them are Micro Solutions, Richmond, Va.; Publisher Control Systems, Shawano, Wis.; Cosmos Inc., Seattle, Wash.; Burco Systems Inc., Gridley, Calif.; Sunlight Software, Forestville, Calif.; Sun Computer Systems, Mill Valley, Calif.; and Newspaper Computer Systems, Victoria, Texas.

Increasingly, PCs are being used in business applications either as stand-alone devices performing single-application functions, usually in conjunction with spreadsheet software, or as intelligent terminals used in conjunction with a newspaper's mainframe computer. However, vendors caution that widespread use of the latter application is still years away.

Swoap (standing) and programmer Galen Gerdes work on an IBM personal computer used in lieu of a mainframe.

"If it's done right, there can be a lot of advantages" to using PCs, says Donald B. Downing Jr. president of Sarasota, Fla.-based Gulf Coast Design Co. "If it's done wrong," and incompatible equipment and software are used, "personal computers can create confusion."

PCs are strong as separate report writers, the vendors say. Also, they are actually stronger than mainframe systems for financial forecasting and budgeting.

Statistics are lacking, but Sidney W. Bordelon, general manager of the International Newspaper Advertising and Marketing Executives, says he believes about half of U.S. daily newspapers now have some form of computerized system in their advertising departments.

"The most valuable tool for newspaper advertising management is analysis performance," says Cichelli. "Modem management is a combination of good common sense with good numbers."

Modem newspaper management also is leaning more heavily on marketing. "There is a strong trend toward more marketing activity," notes Deane C. Parkhurst, marketing manager for Creative Data Systems, an Overland Park, Kan.-based vendor. "Newspapers have to be armed with the necessary tools" which the business systems provide.

CDS is beginning to market what it calls its "Marketing Information Support System," which can, among other things, yield the Dunn & Bradstreet database, generate targeted mailing lists, and analyze sales calls, ad-campaign effectiveness and competitive media. To be added in the future is the ability to do "merge/purge" of mailing lists, which means stripping comparative databases of redundant listings.

"What we're trying to do is combine the marketing aspects of both advertising and circulation," says Parkhurst.

Automatic message notification for sales representatives and call-back to advertisers are standard elements of many other advertising programs today.

ANPA's development of Layout-80®, the program that automatically sets the placement of advertising for an entire newspaper, was one of the more ambitious efforts at extending advanced advertising programs beyond their accounts-receivable attributes. Layout-80's primary aims are to optimize ad placement within the newspapers and to minimize newsprint consumption.

Since ANPA ceased development of Layout-80 in 1982 and released the technology to the private sector [presstime, Feb. 1983, p. 41], 10 firms have obtained licenses to market the product. Cichelli's SCS grew rapidly with Layout-80 as its primary product, and Collier-Jackson Inc., a Tampa-based vendor, announced that it will begin marketing its own version, CJ/Layout, this year.

Layout-80 is an example of an advertising sytem that has broken through the barrier between the advertising and news departments. Editors use the electronic dummies provided by Layout-80 as a guide in planning design of news columns on inside pages of the newspaper.

But the electronic fingers of advanced advertising software have not stopped with their reach into newsrooms. They are now reaching into production, too. Both C-J and SCS are marketing advertising tracking programs that monitor, through the use of sensors and microcomputers, the composition and production of display advertising.

The advantage of ad tracking is the ability to compile accounting records automatically for ads produced for more than one publication. However, its proponents say it also gives the advertising department the ability to determine more exactly the cost of composing an ad and the production department the means to measure the productivity of its ad-makeup staff.

With ad tracking, newspapers also have a computerized tool to differentiate between those ads that are camera-ready and those that are not, and to determine the economics of ad composition.

As more data are fed into the advertising database, more information is available for analysis. With the current generation of software programs, "we have the power to compare our progress against the industry average or against the average of all industries in the nation," says Richard W. Gibowicz, management information systems director for The Times Journal Co. in Springfield, Va. "At any given time, we can find out how well we are or aren't doing in any given area."

Some databases can yield sublists and reports on advertisers' peak revenue periods, products sold, customer patterns of

power of a mainframe

"The key to financial management is budgeting, which is the personal computer's forte," says Richard C. Cichelli, president of Software Consulting Services in Bethlehem, Pa.

"I'm finding an increasing interest in budgeting and forecasting," notes APT's Tillman. "Maybe that interest is there because the tools are there to do the forecasting and budgeting."

There is a belief in some corners that future generations of PCs will actually replace mainframes in both business and composition systems.

Through its Newspaper Computer Systems subsidiary, a Texas daily, The Victoria Advocate, sells IBM personal computers along with a line of newspaper business software. According to Floyd E. Swoap, the newspaper's controller, IBM's next PC model, soon to be released, will have power and storage nearing or surpassing that of most mainframes. "It's going to stand the newspaper business on end," Swoap predicts.

As a comparison, Swoap notes that the current IBM PC has a data-transfer rate (the speed with which information can be retrieved or stored) of five million bytes per second. The new PCs will have rates of 85 million bytes per second, he says, and will come with 500 megabytes of disk storage—about 50 times the storage currently available on standard models.

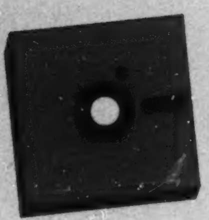
"Five hundred megabytes of storage is more than most mainframes have," Swoap says. "What that means is that small dailies and weeklies will have systems that are more powerful than the mainframe systems at large newspapers."

With the extra capacity for PCs, the more sophisticated business programs could be adapted to them.

Currently, Swoap's newspaper is converting its business and composition systems from mainframe-based to PC-based. "Anybody who is not moving in that direction is making a big mistake," he says.

Swoap and others say the day of the all-electronic, totally integrated newspaper environment is not that far off. With the growing power of PCs and the introduction of bar codes, they believe that inventory control—not just of newsprint but of all materials—will be monitored electronically and linked to the newspaper's central business computers—mainframes or micros. Additionally, such manual operations as counting returns and monitoring production at all phases of the process will be done with computers linked to the paper's business systems.

"All that's coming down the pike," Swoap says. "What's making it possible is the increasing power of PCs."



credit-card usage and other information.

"The hard part about these systems is not (the management of) the information," says Cichelli. "The hard part is what you do with the information once you've got it."

In short, there can be too much of a good thing.

"There seems to be unlimited analyses people want to do with the system," David Sloan, sales manager for Collier-Jackson, observes. "Some reports can be run hundreds of different ways. We've designed a lot of flexibility into our system and let newspapers choose which way they want to do it."

The Times Journal's Gibowicz and other data processing managers concede the potential for creating frivolous reports. "Some things aren't worth automating," Gibowicz notes. "We can create personalized dunning letters and instantaneous ad scheduling, but what good is it?"

Classified advertising is also undergoing changes because of the advances in software development.

Currently, the San Jose Mercury News is conducting a test whereby certain forms of employment ads are sent over telephones lines to the paper from remote computers located at the Palo Alto, Calif., office of the Bernard Hodes Advertising Agency.

"They are transferring keystrokes of their single and multiple published sets of classified employment ads," says Ron Beach, director of classified advertising at the Mercury News. If all goes well, "we anticipate on-line access to other recruitment agencies in the future."

Beach says both the newspaper and the agency benefit from the arrangement. "We don't have to re-keyboard the data," he says. "If there is a mistake, they've made it."

"We don't have to re-keyboard the data" when copy flows from the advertiser's computer to the newspaper's.

Ron Beach

As for the people at the ad agency, Beach notes that "they have better control over their ads. It's cheaper for them to provide advertising this way. They don't have to use couriers or messengers to deliver the ads."

For the test, the agency is providing the information in some of the computer "fields" or "headers"—areas at the top of an electronic file that contain specific information—that allows the system to "strip" the financial information from the copy and forward it to the billing and accounting systems, Beach says. Thus far, the arrangement has resulted in error-free advertising, he reports.

Circulation-information systems. Like advertising-management systems, circulation-information systems are actually several databases. For that reason, data processing managers believe circulation programs could undergo the same degree of automation as advertising. They also believe that marketing and promotion departments will exploit circulation systems much the same way that marketing has used advertising systems.

"We call our (circulation systems) more a marketing management system than a circulation-management system," says Frank Tillman, product manager for Applied Printing Technologies Inc., a Trevose, Pa., supplier of newspaper systems. "Newspapers appear to be the most interested in circulation systems right now." In fact, of 308 newspapers of all sizes responding to a 1984 survey by the International Circulation Managers Association, 285 (93 percent) reported having a computerized circulation system.

Until a few years ago, circulation programs were basically accounting tools that handled the subscriber database. They kept track of who subscribed, whether bills were paid and the size of each press run.

Since the rise of competition from direct mailers, however, newspapers have been looking at ways—using the computer's list-sorting power—to create their own database of subscribers and non-subscribers. With that information, newspapers have been able to launch target-or total-market-coverage programs for delivery of advertising circulars. "Computerization of circulation department databases has been accelerated by the threat of direct-mail advertisers," says Frank W. Arnold, circulation director of The News and Observer and The Raleigh (N.C.) Times.

Newspapers are also seeking ways to combine the circulation lists with demographic databases. The most obvious marriage is subscriber lists with data, such as income levels and lifestyles, obtained from census surveys.

"The technology for doing it is here today," says Tillman of Applied Printing Technologies. "I haven't run into a newspaper that's doing it, though."

One endeavor in this area is the proposed project the Los Angeles Times calls "ICIS," or Integrated Circulation Information System. According to John Mount, director of market research, the paper is attempting to merge its subscriber list with the 1980 census information and other consumer survey data. Ultimately, the paper plans to use the data to generate demographic maps (lifestyle and income) of subscriber households, he says.

"We use these geographic and demographic analyses the most with circulation retention," says Mount, "which is what most newspapers are concerned with. The bottom line is the allocation of resources. The data tell you where to send your door-to-door crews and where to make your phone calls."

With its circulation system, Mount says the paper is also "experimenting with delivery times to see what the effect (altering them will have) on circulation."

The Times and other newspapers want their circulation systems to answer these questions:

- Who is subscribing to the paper and who isn't? For those who are not, why not?
- What are the lifestyles of subscribers and non-subscribers? What is their income? Where do they live? How many children do they have? Do they live in houses or apartments?
- Which non-subscribers are most likely to become subscribers? How cost-effective is it to deliver the paper to them? How should the paper be delivered to them?
- Which promotional programs were successful and which weren't? If they weren't, why?

The technology that will answer these and other newspaper questions is considerably more complex than that used to track bills and issue counts for press runs.

The amount and kind of information sought in the circulation area have forced newspapers into taking more time to choose a circulation system program than used to be the case. For example, The Hartford Courant recently installed a $1.2-million, modified Collier-Jackson circulation system that was three years in planning. It gives the paper the ability to target market not only among its 219,000 daily subscribers in 90 advertising zones but also among the 540,000 households in the entire Hartford metropolitan area. Other features include tightened control over 5,500 carriers, 2,000 newsracks, 3,000 news dealers and the 15,000 subscriber bills generated each week through the paper's pay-in-advance system.

"Newspapers have made the sales side of the business more complex because they are selling a bag of products at different rates," says C-J's Sloan. The circulation program "has got to do all the basic circulation functions plus all the things that have come about because of the competition from other advertising media, such as direct mailers, and do accounting too."

Stauffer Communications Inc. of Topeka, Kan., at one time considered developing a circulation program that would control the routes of delivery trucks. But as Cichelli points out, "You never know when someone will tear up a street. That kind of technology has never found its way into the newspaper business."

Some vendors believe, though, that it is possible to automate delivery schedules to minimize the time lost if a truck were to break down.

Newspapers can tailor some generic software to fit their needs.

Financial programs. Software programs developed for the business office differ fundamentally from those used by the advertising and circulation departments. Unlike the latter, which were designed specifically for newspaper use, business-office software is usually generic. These programs cover such financial areas as general ledger, payroll/personnel, fixed assets, accounts payable and inventory control—matters common to all types of businesses.

Because financial programs are available commercially, both for mainframe systems and for personal computers, they generally cost less than advertising and circulation software. This is reflected in their proliferation. "I would say that virtually all newspapers are using some kind of electronic computing to handle financial aspects of their businesses," says Kasabian of the International Newspaper Financial Executives.

"You can take any off-the-shelf program for accounts payable, general ledger and payroll, and it will work as well at one newspaper as it will at another," says David T. Ercole, director of marketing for Data Sciences Inc., a Silver Spring, Md., systems vendor.

Although generic, financial programs tend to have enough flexibility built in to allow a business to tailor one to specific needs, "everybody wants to do things a little differently," notes Max L. Miller, general manager of Western Computer Services, a North Platte, Neb., vendor. "You've got to have flexibility . . . because you can't tell a newspaper how to run its business." Adds Ercole: "I have yet to go to a newspaper that didn't want something done a little differently or didn't want more information from a financial program."

Some of the financial packages—payroll/personnel and general ledger in particular—have report-generating capabilities, vendors say. Three examples: Payroll packages can generate Internal Revenue Service W-2 and 1099 forms in addition to issuing checks; general-ledger packages can provide monthly, quarterly and annual reports; and personnel programs can generate various reports on employees and job applicants.

Personnel programs are especially tricky in report generation, vendors and data processing managers say. Federal laws prohibit employers from discriminating when hiring people based on race, sex and religion, among other things, yet newspapers are required to provide government agencies with reports on the types of applicants and on the newly hired. The situation puts newspapers "between a rock and a hard place," Miller says.

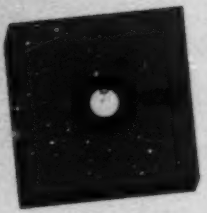
"You've got to have the (computer) fields in the personnel program to be able to provide the information to generate the reports," he says. "You've got to be careful how you do it, though."

To keep up with changes in government regulations, as well as in insurance policies and corporate management, financial software must be updated periodically.

Vendors believe general ledger should be the center of all financial programs. In a best-case scenario, the general ledger would capture all the data on revenues and expenses from all systems.

"You want the systems to feed the general ledger somehow," says Donald B. Downing Jr., president of Sarasota, Fla.-based Gulf Coast System Design Co., a vendor of business systems.

The Atlanta Journal and Constitution have found that having general ledger at the center of financial matters helps to minimize



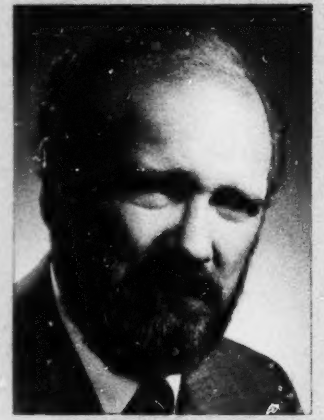
errors, according to George Coon, director of computer services.

"When you extract information from a written report, there is always the chance it could be wrong," he says. "Also, all reports aren't generated monthly. Some are generated daily or weekly," which leaves the potential for figures that are not up-to-date to find their way into the general ledger.

With the totally electronic business systems, Coon says, errors that originate from antiquated or inaccurate reports or from re-keyboarding mistakes are avoided. "If you can eliminate paper shuffling, you're eliminating the potential for problems," says Coon, "and a source of errors."

Integrated systems. Many newspaper executives and vendors are intrigued by the idea of extending the type of systems integration accomplished in Atlanta for financial programs to *all* kinds of software. Taking a step in that direction, more papers today appear to be buying generic systems that are linked together, rather than developing individual software programs in-house as was prevalent previously. The objective is to make data generated by one newspaper department available to other departments that could use it.

Preprinted advertising supplements provide a prime example of how integration might work. Orders for preprints originate in the advertising department, yet the actual insertion of the preprints occurs in the mailroom. Ideally, data processing managers believe, information that deals with insertion schedules would be passed electronically from the advertising system to the circulation system, which would then produce magnetic tapes to drive inserting and labeling machines. Data on billing, contracts and the like would be passed to the appropriate area of the financial system.



"Newspapers have to get their advertising and circulation systems (integrated) with each other" to do marketing analysis.

Norman R. Kirk

Another example is marketing analysis. The Toronto Star is trying to institute a targeted distribution program for an "upscale" style section, according to Norman R. Kirk, director of advertising. The advertising department would like to be able to gather data on income levels from the paper's circulation program without re-keyboarding the information. "Unfortunately, we've got two systems that can't talk to each other," he says. "To do things like this, newspapers have to get their advertising and circulation systems (integrated) with each other."

"Ideally, you want to capture keystrokes and avoid re-keyboarding information as much as possible," observes Gibowicz of The Times Journal Co.

He and other data processing managers envision systems that would pass information between them as easily as data are exchanged between files on such integrated PC programs as Framework or Lotus 1-2-3.

Some vendors have already begun to embrace the concept of integration in a limited way.

Creative Data Systems is moving toward fully integrated systems with what it calls the Marketing Information Support System. It will combine aspects of advertising and circulation systems. Creative Data will demonstrate this new software package at the ANPA Operations Management Conference & Exposition in New Orleans next month. (See story, p. 62.)

Atex Inc. last year began marketing its Total Publishing Environment, or TPE. Atex contends that any viable pagination system must take into account the interrelationship between editorial and advertising, including both production and accounting requirements of advertising. In the company's view, an advertising management system should be part of a pagination system.

Having gotten a head start with their consolidated financial system, the Atlanta Journal and Constitution may be the closest to having integrated all business systems, according to some vendors.

Computer Services Director Coon says complete integration has not been made a company goal, although there is already a great deal of it. "All of the systems are linked but not integrated," he says. "But we are striving to improve communications among systems."

Within the scheme at Atlanta, software for accounts receivable, credit checking, billing and classified advertising is integrated into the advertising system. Both advertising and circulation run on the same computers and thus are compatible. And a program written by the papers' data processing department allows information to be passed from advertising/circulation to the financial system.

The advantages of total integration are numerous, Coon notes. One is consolidation of billing for advertising. A real-estate broker who runs both display and classified advertising is sent a single bill.

Most of the Journal and Constitution software, Coon points out, was purchased from vendors. Some data processing managers see a trend in newspapers' moving away from in-house, specialized programs to the "vanilla" or "transparent" varieties marketed by the vendors.

"It's a never-ending task keeping systems up to date with changing market conditions and increasing user expectations," says C-J's Sloan. In other words, rather than tie up its computer department with that kind of updating chore, a newspaper now might elect to buy a new "vanilla" software package. Sloan believes that vendors are developing better software to meet the changing newspaper market's needs. "The packages today are far more sophisticated, powerful and versatile," he says.

One of the concerns voiced by data processing managers at some newspaper groups is incompatability among systems used at different properties. Some are moving to change that.

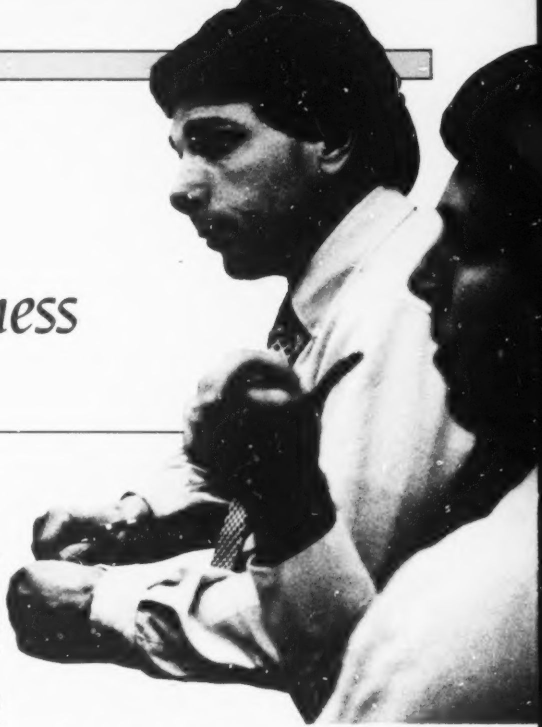
For instance, about 20 Knight-Ridder newspapers use Hewlett-Packard mainframe computers for their business applications. G. Michael Jones, director of information systems for the newspaper group, says because of that commonality, Knight-Ridder has "standardized the circulation and advertising systems at all Hewlett-Packard sites." All use Collier-Jackson software.

"We discourage in-house development of programs as opposed to a packaged approach," says Jones. "We encourage the sites to adopt our recommendations."

What lies ahead? Outside of the probability that systems will be more integrated and generic in the future, no one really knows

John Patinella

Circulation executive's competitiveness helps to make The Sun *shine*



BY BARBARA J. FRIEDMAN
presstime staff writer

In early August 1970, John F. Patinella was planning to marry and was having trouble finding a job in his hometown of Baltimore. Work was scarce there for 22-year-olds with psychology degrees and strong aversion to working behind a desk.

So Patinella turned to his summer-time employer of three years—the circulation department of The A.S. Abell Publishing Co., which owns two of Baltimore's three dailies—The Sun and The Evening Sun.

He was hired and started a full-time climb through the ranks that led to his becoming circulation director two years ago at age 35. Along the way, he earned a master's degree in business administration and cultivated priorities that put sales ahead of distribution.

Patinella's approach and credentials have paid off. But as a fresh-out-of-college boy in a circulation department 15 years ago, he was conspicuously different. Patinella recalls that district managers there were regarded as "people with strong backs and weak minds." They were expected to concentrate first on distribution, then on collections, and "if you had time, on sales."

During his career in the Maryland port city, Patinella has harbored many doubts about the work he once perceived as a brief stop on the way to another field. Until about 1976 when he was promoted to zone manager, Patinella says he was still telling himself "I got to change" and find a position that will "use my education." But as he rose through the Sunpapers ranks, he decided to stay and apply his enthusiasm for competition to the circulation department.

Patinella found himself in the right place. Baltimore is a strongly competitive market. The Sunpapers compete head-to-head against The News American, published by The Hearst Corp., and in the suburban territory between Baltimore and Washington, D.C., they bump up against The Washington Post.

"I'm very competitive," Patinella says. On a recent day, the pattern on his necktie consisted of bunches of lacrosse sticks. The pictures on his walls are of tennis players and golfers, and Patinella spends much of his leisure time playing golf, softball and basketball, and jogging.

While at the Sunpapers, he has swung from being "overly people-oriented to perhaps being overly company-oriented," Patinella says.

Patinella says his emphasis on sales, performance and profits fits well with the company's new direction under Publisher and President Reg Murphy. The atmosphere at the Abell Co. used to be paternalistic and "very old fashioned," Patinella says, adding that under Murphy, the company has become "more progressive" and profit-oriented.

Since taking control in 1981, Murphy has pushed hard for higher circulation. Patinella was his choice to head the circulation department, Murphy says, partly because he is "aggressive, entrepreneurial . . . and he understands how to manage people."

The Sun (192,067) had a net gain of 6,573 paying readers last year. Patinella calls it the morning paper's largest increase in years. He acknowledges, however, that circulation for The Evening Sun has continued to drop. By last September, the evening paper was down to 155,607, a loss of 7,823 from the same time a year earlier.

The Sunpapers' best numbers during Patinella's years as circulation director have been with the Sunday edition. Murphy's goal set soon after his arrival at the Abell Co. was to increase sales by about 25,000 on Sunday to a total of 400,000. On two of the four Sundays this past March, readers bought more than 430,000 Sunday papers, Murphy says. "That tells you about the kind of gains he's made. I think that says about as much as you can about a circulation director."

Patinella is the son of an Italian immigrant who owned and ran a fruit and produce company in Baltimore.

While at the University of Maryland, he planned to become a doctor. But his low-B average and what he calls "a half-hearted attempt" in applying to one medical school were not enough to gain admission. He thought his grades would get him into dental school but decided he was unwilling to spend his days "looking into someone's mouth."

After graduation in 1969 and a brief period at the Sunpapers, he reported in January 1970 for six months of active duty with a Marine reserve unit. By late August, he was back in Baltimore and working for the Sunpapers as a district manager.

His subsequent climb to the top included stints as home-delivery manager and assistant circulation director. As he moved higher, he encountered marketing and financial terms he did not fully understand.

"I could just see I needed to learn more," he says, so in 1982 he began graduate work at Baltimore's Loyola College in a program designed for executives.

By the end of the two-year program, Patinella had passed two milestones—he had won membership in the Loyola honors fraternity and had been made circulation director.

Since then, his changes in the circulation department have included a campaign to emphasize sales; increased telemarketing; sales promotions through direct mail and inserts for street-sales copies; and offering packages such as taking The Sun on Sunday and getting weekday editions free for eight weeks.

Patinella and his wife, Ginger, have three children and live in Phoenix, Md., north of Baltimore. ☐

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Current wave of media mergers likely won't subside until the economy changes

BY J. KENDRICK NOBLE JR.

Mergers in the media industries have recently become front-page stories. What's happening? Why? And what does it mean for the newspaper industry?

As a securities analyst, my principal professional concern is to preserve and increase the capital of PaineWebber's clients. That responsibility includes anticipating such developments as this boom. I did so on the basis of the history of the media industries. I therefore believe that that history can now be used to explain the present and to anticipate the future, within reason.

From a financial point of view, the well-established media industries are characterized by relatively high cash flow and low real growth. Put another way, a successful newspaper's incremental annual bank deposits tend to exceed its needs to pay reasonable dividends, modernize and expand its facilities, and so on. Many retiring executives, knowing this, have bought and run small weeklies as both stimulating activities and perpetual annuities.

Active publishers, on the other hand, seeking growth in their businesses, have used that extra cash to start up Sunday papers or supplements or to acquire other media. We all know that it is difficult to simply start another daily, though that has also been done. In the niche business of the media, an established niche holder is often more attractive than a risky start-up, even though quite expensive.

I know of no large newspaper company, or media company of any type, that has not made a number of acquisitions in reaching its present size. Indeed, as the number of potential acquisitions in a given field has been limited by their availability, government restrictions, and other factors, most media companies have moved beyond their original medium in their acquisitions. For example, most large newspaper groups are also broadcasters.

J. Kendrick Noble Jr.

Acquisitions by newspapers and other media companies are therefore ongoing. Some occur every year. But the number of acquisitions in any one year is determined by such factors as the financial health of the acquirers; the earnings of prospects of those acquired; interest rates both in determining the values placed on potential acquisitions; and other changes in the environment in which the media operate, such as loosened restrictions.

The biggest surges in acquisitions occur when these factors are all favorable, notably well into extended economic recoveries. Long bull markets on Wall Street are produced by the same factors. Therefore, one can say that periods well into long bull markets are also characterized by unusual media merger activity.

Thus, in projecting this period, I tied it to the assumption of a continuing bull market.

This bull market is already over two and one-half years old and still looks good, making it one of the longest since World War II. The last comparable period was that of the mid-1960s, which was also marked by extraordinary media merger activity. To make the point, the exemplar of this period is probably the proposed purchase of ABC by Capital Cities Communications. In December 1965, ITT proposed to acquire ABC, although that plan was terminated two years later. History does repeat.

Not many newspapers were publicly held in the mid-1960s. Therefore, in describing what happened in this field, I depend on inferences from other media fields. The pattern appeared in all public media of the time, and I assume similar newspaper activity.

Historically, the stock market valuations of companies have tended to be less than the values of those same companies if sold in their entirety. A simple explanation of that fact is that in private transactions, too, minority interests sell for less than does control, and the stock market is a market of minority-interest transactions. Minorities depend on the dividends given them by controlling interests. Controlling interests control the use of all the cash generated by the controlled enterprises.

As a result, the prospect of achieving

Publicly held companies will be faced with the twin necessities of holding off aggressive moves against their own companies while taking advantage of friendly acquisition opportunities.

Noble is first vice president of PaineWebber Inc. in New York City.

controlling interest prices for minority interests tends to raise media stock prices in a period like the present, a period in which stock prices are already doing well because of the underlying economic environment.

In the latest 12 months, according to the Media General Financial Weekly, media stocks have been the best of 60 stock groups reported on. Broadcasters' stocks have risen 58.8 percent and publishers' 39.8 percent (newspapers' 43.1 percent) versus an average stock group's 15.7 percent and an average stock's 12.6 percent in the 52 weeks ending April 5. Broadcasters have done particularly well, I believe, because of recently eased rules on station ownership. The newspaper groups' ownership of stations is likely responsible for their outperforming other publishers, but the merger wave seems to be a phenomenon of all media industries.

What lies ahead? Based on history, I expect the merger wave to continue until the economic outlook changes (e.g., to anticipating a recession nine months or so away, or to higher interest rates) or some other aspect of the current scene changes adversely (e.g., regulatory tightening or reduced industry expectations). Neither seems imminent at this writing.

Given this prospect, I would expect media stocks to continue to rise toward controlling interest prices, but to do so irregularly as speculative interest shifts from media sector to media sector depending on the most recent actual acquisition actions.

Presently, publicly held companies will be faced with the twin necessities of holding off aggressive moves against their own companies while taking advantage of friendly acquisition opportunities.

On the positive side, the high prices of media stocks will permit stock acquisitions in lieu of ones for cash and debt, although funds will remain available for both purchases and leveraged buyouts in my opinion. High stock prices should also encourage other non-public newspapers or chains to go public, properly protected, because media stocks have historically lagged the market for prolonged periods at the end of such merger waves, returning to minority-interest valuations.

At the end of it all, we should have a newspaper industry of fewer, larger, multimedia enterprises. Some may have enormous, but likely supportable, new debt loads, and may have partly stripped themselves to reduce that burden or to comply with regulations. But I expect that the period will not close without new, net infusions of capital into the industry. I regard that outlook as healthy.

Newspapers perform two basic functions. They are the principal distributors of information to their communities, and they are the principal carriers of advertising messages to them. They are thus central to the political and economic health of most communities.

But newspapers' central roles have been eroded by the flood of new, competing enterprises based on other media or related distribution mechanisms. Within the next decade, we are likely to see major, new competitors emerge, such as videotex; interactive, advertising-supported cable programs; and perhaps computer networks.

Many of these will be operated by enterprises without newspapers' traditions. I trust that the newspaper industry will preempt those niches, moving first, but that will take additional capital. Accordingly, the stronger, better-financed industry that I trust will emerge from the present is also the kind of industry that I believe will best serve the interests of both the public and the stockholders. □

Anti-takeover strategies abound

Several media companies in April received bids for their stock and another moved to protect itself from a specific type of takeover attempt.

Multimedia Inc., a newspaper publishing and broadcasting concern based in Greenville, S.C., has been among the companies receiving some of the most numerous and complex bids. In recent months, the company has received four offers, the first a leveraged buyout bid and the last an offer from Lorimar Inc., a TV production company.

An investor group that made the leveraged buyout offer, which Multimedia announced Feb. 1, made a new higher offer in April. The group, consisting of senior managers and founding family members, seeks to buy the company's stock in a move Donald J. Barhyte, chief financial officer, called a "recapitalization plan." The group is offering for each share cash and debentures with a market value of $54. Multimedia would remain a publicly traded company.

Among other recent acquisition activity in the media business:

- Cox Enterprises Inc. of Atlanta offered to buy 16.8 million shares of Cox Communications Inc., a broadcasting and cable television company. A successful bid would change the publicly traded Cox Communications to a private company. The bid of Cox Enterprises, which already has a large stake in Cox Communications, is valued at $1.3 billion. Cox Enterprises publishes 21 daily newspapers.
- Gannett Co. bought the Des Moines Register and Tribune Co.'s 14.3-percent stake in Cowles Media Co. of Minneapolis in late March.
- Gannett's board of directors moved to ward off the type of takeover attempt that entices shareholders to sell their stock early to a corporate raider. The company is asking shareholders to approve May 21 a "fair price amendment" that would block a raider's two-tiered strategy whereby stockholders who agree to sell early are rewarded with a higher price. The change in the company's bylaws, for the most part, would require that various "business combinations," which include the sale of the company, be approved by owners of 80 percent of the common stock rather than a simple majority.
- R.E. "Ted" Turner began his long-anticipated assault on CBS Inc. by offering to buy 21 million shares in an offer worth $2.9 billion. Turner said his Atlanta-based company—Turner Broadcasting—is acting alone.
- Storer Communications Inc., a Miami-based broadcasting company, continued to fight a bid for control by a group of its stockholders.

But during the hectic period, Multimedia seems to have won the honors for novel strategies.

Under the "recapitalization" plan, as explained by Barhyte, shareholders could choose to take less cash, allowing them to retain an equity interest that would be smaller.

The offer provides "a great degree of liquidity for everybody," said Barhyte, who is among the investors making the bid. The management and family group currently control more than 40 percent of the stock.

The board has recommended that stockholders agree to the recapitalization plan. The offer exceeded the group's earlier bid that was intended to take the company private through a leveraged buyout. The size of that offer was challenged in several stockholder suits [presstime, March 1985, p. 68].

COURTS

Libel ruling produces alarm

A federal appeals court's decision to reinstate the jury verdict that The Washington Post libeled Mobil Oil President William P. Tavoulareas in a 1979 article casts a shadow over investigative reporting, according to media attorneys.

William P. Tavoulareas

A three-judge panel of the U.S. Court of Appeals, District of Columbia Circuit, ruled 2-1 on April 9 that it was "improper" for U.S. District Court Judge Oliver Gasch to have overturned the verdict.

The appeals court returned the case to Gasch for a determination on motions to reduce or set aside damages awarded by the jury totaling $2.05 million.

However, the Post plans to ask for a rehearing by the full Court of Appeals, according to Boisfeuillet Jones Jr., vice president/counsel. "The case is a long way from over, and we feel that, in the end, Judge Gasch's decision will be upheld," he said.

In his May 1983 ruling, Gasch said there was no evidence of "actual malice" on the part of the Post in a report that Tavoulareas had "set up his son" in the shipping business [**presstime**, May 1983, p. 65].

"Actual malice" is the standard of liability that must be met in libel cases involving public figures. It requires the plaintiff to prove that defendants in a libel case published a statement with knowledge that it was false or with reckless disregard of whether it was false or not.

The appellate court, in the majority opinion written by Senior Circuit Court Judge George E. MacKinnon, said "the record demonstrates that a properly instructed jury found liability, that clear and convincing evidence supports its verdict so far as liability is concerned, and that it was improper for the trial court to reweigh the jury's findings on credibility and arrive at a judgment n.o.v. (notwithstanding the verdict)."

Tavoulareas said he thought the decision "will make for a more responsible press."

But media attorneys said they are concerned about the decision's impact, particularly on investigative journalism.

"Second-guessing editorial judgment and making investigative reporting an aggravating factor in the malice calculus undermine the underlying rationale of the *Sullivan* decision—to promote robust, uninhibited and wide-open debate," commented Dan Paul, a media attorney in Miami. "However, the real danger as the case winds its way through the appellate process is that it presents a dangerous opportunity to redefine the actual malice standard. If the Supreme Court takes this case, we may be in for a lot of trouble," he said.

Another media attorney, George K. Rahdert of St. Petersburg, said, "It seems to me, the decision has been deliberately written to narrow press freedoms in a variety of respects. The most disconcerting is that it does put a dark cloud over investigative journalism."

In its 88-page opinion, the court said it was reasonable to infer from testimony presented by Bob Woodward, a Post assistant managing editor, that the newspaper "put some pressure on its reporters" to write "the kind of high-profile expose pieces that shock and startle readers."

"Regardless of whether one chooses to characterize this policy as conducive to hard hitting investigative journalism, or 'sophisticated muckraking,' it certainly is relevant to the inquiry of whether a newspaper's employees acted in reckless disregard of whether a statement is false or not," the court said.

In a dissenting opinion, Judge J. Skelly Wright said, "The notion that a policy of muckraking and hard-hitting investigative journalism is somehow evidence of actual malice is deeply troubling, contrary to the nation's tradition of a free and aggressive press, and entirely unsupported by precedent."

Victor A. Kovner, chairman of the New York City Bar Association's Committee on Communications Law, agreed with Wright. "Whether the journalism is investigative or not is irrelevant to the issue of whether the journalist or publication had doubts as to the truth," he said.

Kovner was optimistic that the full appeals court will hear the case. "Based on that court's thoughtful opinions in *Ollman v. Evans* a few months ago, I believe there is a reasonable likelihood that the majority opinion will be corrected," he said.

In that case, the full court of appeals on a 6-5 vote reversed a three-judge panel's judgment against columnists Evans and Novak [**presstime**, Jan. 1985, p. 45].

Meanwhile, the day after the decision in the Tavoulareas case, another federal appeals court issued a ruling in another libel case involving a media property owned by The Washington Post Co. The 8th U.S. Circuit Court of Appeals April 10 reinstated a $10-million suit against Newsweek magazine filed by South Dakota Gov. William J. Janklow over a February 1983 article.

A federal district court had granted summary judgment in favor of Newsweek. The appeals court ruling sends the case back to that court for trial.

COURT BRIEFS

- Capital Cities Communications Inc. and a former editorial writer for its News-Democrat in Belleville, Ill., have appealed a **$1.1-million libel judgment** to the Illinois Supreme Court.

Associate Circuit Judge Roger M. Scriver March 25 ordered Cap Cities and Richard Hargraves to pay $450,000 in compensatory damages and Cap Cities to pay $600,000 in punitive damages to a local government official who had been accused in a 1980 editorial of lying about his position on taxes [**presstime**, Aug. 1984, p. 35].

- The Smart Shopper Inc. of Portland, Maine, and Guy Gannett Publishing Co. in late March agreed to an **out-of-court settlement** of their antitrust lawsuit and counterclaim [**presstime**, Feb. 1985, p. 30]. Terms of the agreement were not disclosed.

Public left with 'very little access' to CIA records

The U.S. Supreme Court ruled unanimously April 16 that the CIA has broad discretion to keep its sources secret.

The case is of interest to the press because it concerns access to information under the Freedom of Information Act [**presstime**, Oct. 1984, p. 43].

Representatives of press organizations called the decision troubling but not unexpected.

"It's not a surprising decision," said Claudia M. James, ANPA assistant general counsel. "Over the years, the Supreme Court has found for the government, found for the CIA, in the cases it has heard."

The "combination" of the ruling and a law enacted last year providing an FOIA exemption for certain CIA operational files [**presstime**, Nov. 1984, p. 32] "means that the public really has very little access left to CIA records," said Peter S. Prichard, chairman of the Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi.

"I think that's somewhat disturbing because there may be occasions when public scrutiny of that agency, like any other agency, is necessary and appropriate," added Prichard, associate editorial director for USA Today.

The Supreme Court decision overturned a ruling by the U.S. Court of Appeals, District of Columbia Circuit. That court had said the CIA could refuse to disclose only those sources who supplied the agency with information that it could not have obtained without guaranteeing confidentiality. In so ruling, it cited the National Security Act of 1947, which authorizes the director of central intelligence to protect "intelligence sources and methods," saying the statute served as a FOIA exemption.

The Supreme Court agreed with the circuit court that the National Security Act provides an exemption from FOIA for sources, but it disagreed on the scope of the exemption.

Writing the opinion of the court, Chief Justice Warren E. Burger said: "The plain meaning of the statutory language, as well as the legislative history of the National Security Act . . . indicates that Congress vested in the Director of Central Intelligence very broad authority to protect all sources of intelligence information from disclosure."

The case involved a 1977 FOIA request by John C. Sims, an attorney, and Dr. Sidney M. Wolfe, the director of the Public Citizen Health Research Group, for the names of institutions and individuals who had performed research in the CIA's MKULTRA program. The MKULTRA program involved drug experiments in which at least two people died.

Ontario juvenile coverage law raises concerns

A provision in a recently enacted law in Ontario has some editors and publishers worried that it could be a step toward the licensing of journalists.

Entitled "An Act Respecting the Protection and Well-being of Children and Their Families," commonly called Bill 77, the law provides that in court cases involving children under 18, hearings shall be held in the absence of the public, unless the judge decides for specific reasons that they be public.

However, the law provides that if reporters show up for a juvenile's hearing, they can choose from among themselves not more than two to attend it. If they cannot agree, the judge may make the choice.

John E. Foy, president of the Canadian Daily Newspaper Publishers Association, questioned whether reporters from the print, radio and TV media could agree on who would sit in during a hearing. He also said CDNPA's position is that the press should have no special privileges.

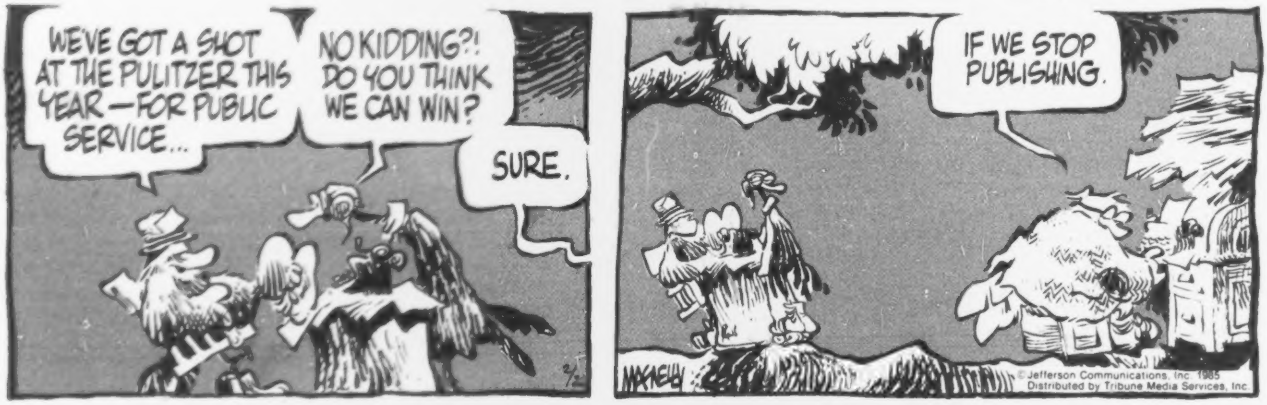
Before the bill was passed, Paddy Sherman, publisher of The Citizen in Ottawa, protested to Social Services Minister Frank Drea, who introduced the bill, that the press should not be treated differently from the general public.

After the bill was passed, Sherman received a reply from Deputy Minister Robert M. McDonald, who maintained that the provision regarding the media is virtually the same as in another law, the Child Welfare Act, that "appears to have been operating without problems for several years."

In one of his weekly columns, Sherman noted that attempts have been made at UNESCO and elsewhere to secure special status for journalists. "When governments can license journalists," Sherman wrote, "it becomes a short hop to governments that can unlicense any they don't like." (See story, p. 46.)

'Shoe'

By Jeff MacNelly


WE'VE GOT A SHOT AT THE PULITZER THIS YEAR—FOR PUBLIC SERVICE...
NO KIDDING?! DO YOU THINK WE CAN WIN?
SURE.
IF WE STOP PUBLISHING.
2/2
MACNELLY
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LEGISLATION

Mandatory ad warning opposed

ANPA and the Magazine Publishers Association oppose legislation that would require aspirin advertising to contain a warning message concerning Reye syndrome, an illness that strikes young people.

The associations submitted comments March 29 to the House Subcommittee on Health and the Environment on HR 1318, a bill sponsored by the subcommittee's chairman, Henry A. Waxman (D-Calif.).

It would require all advertising of aspirin or other drugs containing a salicylate—the pain-relieving compound in aspirin—to carry a specifically worded message against its use by people under the age of 21 "who have chicken pox, influenza, or flu symptoms."

The warning would be in a rectangular box flanked by two circles and arrows. The circles would be printed in red. The arrows would be printed in yellow and contain the word "warning." All aspirin ads, therefore, would have to be color.

ANPA and MPA said their principal concern about the bill is that it resorts "to government regulation of speech as a means of regulating a product which for whatever reason, the government chooses not to regulate directly."

They also said that dictating the use of specific colors in advertising raises "many practical concerns," including the fact that not all media are able to offer color advertising.

Sen. Howard Metzenbaum (D-Ohio) has filed an identical bill in the Senate. ☐

Employee disclosure bill withdrawn

The CIA has withdrawn a legislative proposal to impose criminal penalities on government employees who disclose classified information [presstime, April 1985, p. 14].

The proposal, included in a draft of the fiscal 1986 CIA authorization bill, never reached Congress.

The idea may not be dead, however. According to Tonda F. Rush, ANPA counsel/government affairs, it may re-emerge as a separate bill. ☐

House, Senate vote to repeal car records tax law

The House and Senate have voted overwhelmingly to repeal the tax law requiring detailed record-keeping for cars used for both business and personal purposes.

The lawmakers acted after being hit with an avalanche of complaints when the Internal Revenue Service issued rules implementing the 1984 law. ANPA was among those protesting the rules [presstime, March 1985, p. 36].

At press time, congressional leaders had not scheduled a conference meeting to iron out differences in the House and Senate bills.

The 1984 law requires "adequate contemporaneous records," interpreted by the IRS generally to be a log showing the date, mileage and purpose of each trip.

The bills passed by the House and Senate would require "adequate records" or "sufficient evidence corroborating" a taxpayer's claim. That is what was required prior to enactment of the new record-keeping law last year. ☐

REGULATIONS

FTC turns down request for alcohol ad restrictions

As expected, the Federal Trade Commission rejected a petition seeking restrictions on advertising of alcoholic beverages.

The decision, announced April 16, came on a 4-to-1 vote. The commission said it found "no reliable basis on which to conclude that alcohol advertising significantly affects alcohol abuse" [presstime, March 1985, p. 36].

"Absent such evidence, there is no basis for concluding that rules banning or otherwise limiting alcohol advertising would offer significant protection to the public," it said.

The FTC had been asked by a coalition of 29 national organizations and three individuals in November 1983 to limit marketing of alcoholic beverages. The coalition sought a ban on all advertising and marketing efforts targeted at youth or problem drinkers, and a warning in print ads about the hazards of alcohol abuse.

In a letter to the coalition announcing its decision not to initiate industry-wide rule-making proceedings, the FTC said it will continue its "ongoing review of alcohol advertisement and marketing practices to identify any that warrant challenge as deceptive or unfair."

Patricia P. Bailey, who cast the dissenting vote, disagreed with the commission's decision not to make at least a "factual inquiry" into what she called "certain questionable advertisements and promotions." ☐

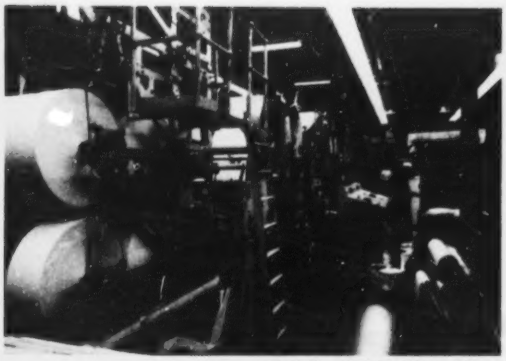
REGULATORY NOTES

- New Mexico Gov. Toney Anaya has signed an executive order **governing the use of video display terminals** by state government employees. The March 27 order includes recommendations for room lighting, work station design, noise levels, heating and ventilation, and rest breaks.

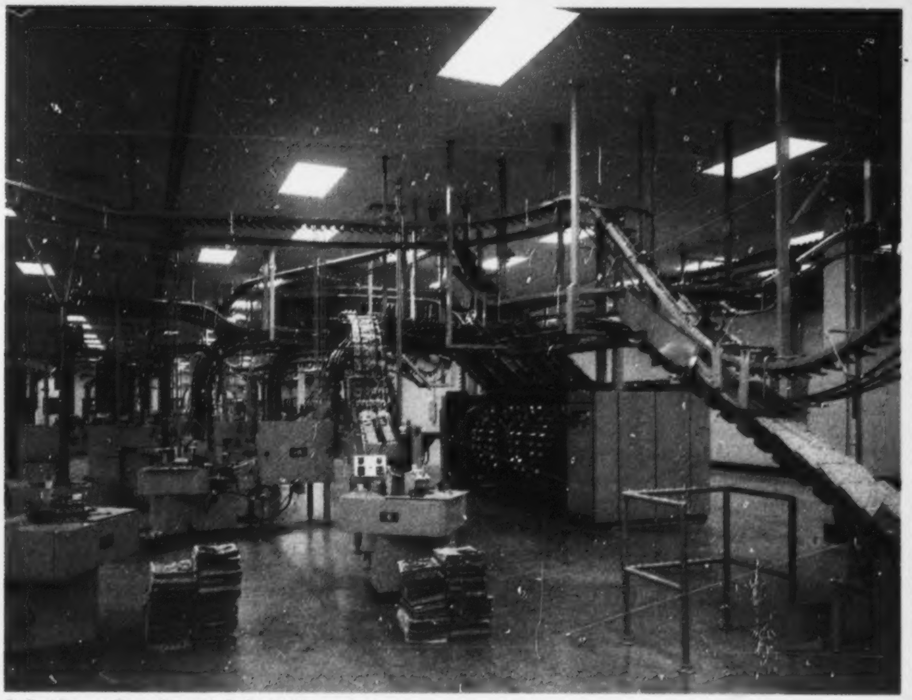
- ANPA has asked the U.S. Court of Appeals, District of Columbia Circuit, for intervenor status in a case challenging the Federal Communications Commission's decision not to apply fairness doctrine and other **content regulations to teletext**. ANPA supports the FCC position and earlier had urged the commission to adopt it [presstime, May 1983, p. 33].

- George W. Douglas announced he will **resign from the Federal Trade Commission** in mid-September. Douglas, a Democrat, had been scheduled to serve until Sept. 25, 1989.

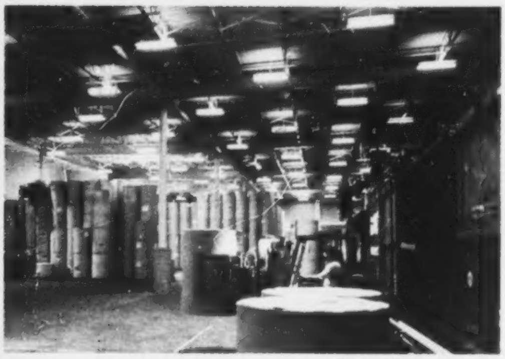
Meanwhile, the Senate has confirmed Commissioner Mary L. Azcuenaga, a former FTC attorney who had been serving under a recess appointment [presstime, Jan. 1985, p. 47].



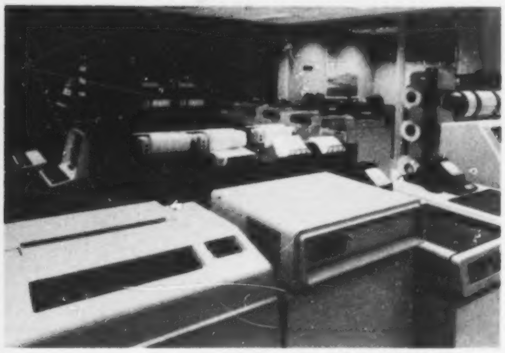
Sault Star, Sault Ste. Marie, Ontario



St. Paul Pioneer Press-Dispatch, St. Paul, MN



Star-Ledger, Newark, NJ



Bradenton Herald, Bradenton, FL

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Insufficient press capacity. Ever-increasing insert demands. Inefficient newsprint handling. Overcrowded mailroom. Outdated communications systems. Are you facing any--or all--of these newspaper publishing problems?

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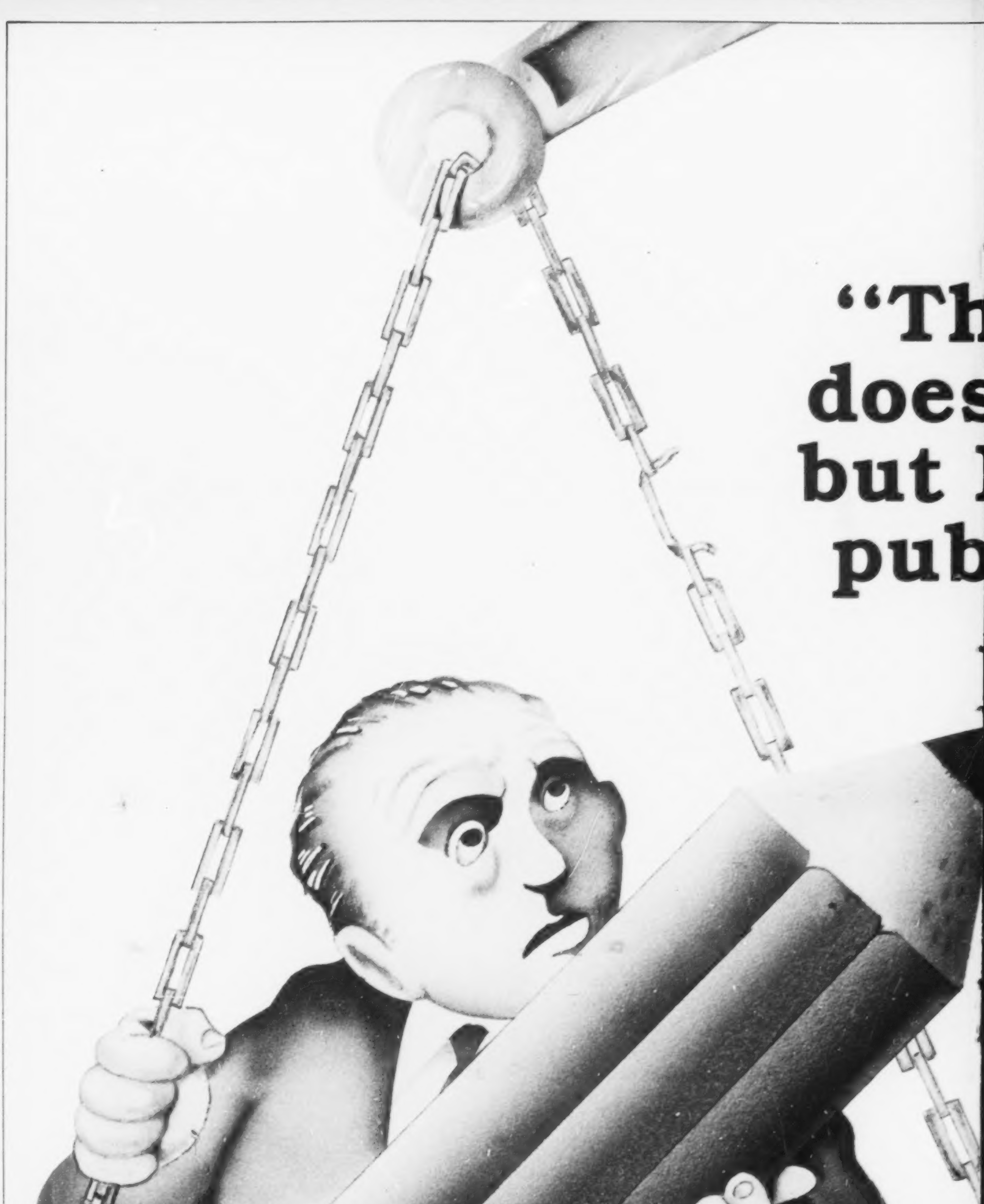

"Th
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I think the American
lic is beginning to.”

Robert MacNeil
The MacNeil-Lehrer Newshour

Fairness. It's an issue of staggering importance to our industry. In recent opinion polls and in comments from readers and broadcast audiences, the message to journalists has been delivered without equivocation: play fair or suffer the consequences. We believe that it is often the perception of unfairness rather than the fact of it that our readers resent, and we've addressed the issue in “ Image of Arrogance,” a joint video project with Women in Communication. Our company-wide commitment to the defense of the First Amendment has led us to an understanding that the biggest threat to the free press is not an angry special interest group, but a press that fails to recognize and address the causes of reader unrest. At Gannett, our editors and broadcasters are committed to providing fairness in their news stories, in their commentaries and in their everyday dealings with the public. Fairness. It's an important obligation of a free press.

GANNETT

USA TODAY

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Study shows press cards would not have helped victims

Press identification cards would not have increased the safety of any journalists involved in international incidents in 1984, according to Dana Bullen, executive director of the World Press Freedom Committee.

"In more than 200 such cases, I so far have failed to find a single instance in which an additional identification card would have saved a journalist's life or otherwise kept him or her from harm," said Bullen, who was to present a report on the matter at the April 23-24 conference in Vevey, Switzerland, on "The Safety of Journalists on Dangerous Professional Missions."

The report, compiled by ANPA Librarian Yvonne Egertson, consists of a list of 211 international incidents last year involving more than 359 journalists. Twenty-three were killed, at least 81 wounded, 205 jailed and more than 50 expelled during the calendar year.

"Focusing attention on the imagined protection some claim another ID card might provide—and I believe this is an illusion—diverts attention from things that actually might help," said Bullen. "In other words, focusing on an illusory 'solution' prevents finding any real solutions."

United Press International/Bettmann Newsphotos

Newsweek photographer John Hoagland leaves a San Salvador hospital in 1981 after treatment for injuries received in a land mine explosion. He was killed in March 1984 by mortar and machine gun crossfire.

The conference was organized by the International Committee of the Red Cross after another international forum originally planned for this spring was postponed indefinitely. Set for Mexico City, the other meeting had been criticized by free-press groups, including ANPA, for encouraging "licensing" of journalists while ostensibly discussing their "protection."

Press groups feared international press cards also would be among proposals raised at the Mexico City meeting [presstime, March 1985, p. 39].

The new report, Bullen observed, showed that abused journalists are not victims of mistaken identity who could have been protected by proper identification. "Police, paramilitary groups, terrorists and others know exactly who they are killing, wounding, jailing and expelling," he said.

For example:

- Linda Frazier, a U.S. citizen working as a reporter for a Costa Rican daily, and Jorge Quiros, a Costa Rican television cameraman, were killed May 30 by a bomb planted at a press conference at the jungle headquarters of Nicaraguan rebel leader Eden Pastora.
- Jaime Ayala Sulca, a correspondent for La Republica, was last seen Aug. 8 entering headquarters of the Military Political Command in Huantu, Peru. Three other journalists were injured Aug. 17 when police violently dispersed a demonstration over Sulca's disappearance.
- Brahma Chellaney, a citizen of India working for the Associated Press, had his passport impounded Dec. 31. Chellaney is being charged with sedition and inciting discord for reports he filed about the activities of Indian troops when they stormed the stronghold of rebellious Sikhs in the Punjab. Reporters had been banned from the region during the battles.
- At least a dozen Nigerian journalists are listed as being jailed or detained in Nigeria for short periods for questioning during 1984. Most were accused of violating Decree 4, which makes it a crime to publish or broadcast information considered damaging to the reputation of government officials.

The report does not count journalists who had been arrested prior to 1984 and who remained in jail throughout 1984. Also not included are journalists who were victims of threats, vandalism, firings, or accidents, such as plane crashes.

The 16 international and regional media organizations invited to attend the Swiss meeting represent a wide spectrum of views.

Eight are free-press groups not involved in earlier plans for the Mexico City meeting: Commonwealth Press Union, International Association of Broadcasters, Inter American Press Association, International Federation of the Periodical Press, International Federation of Newspaper Publishers, International Press Institute, North American National Broadcasters Association and WPFC.

The other eight were among those planning the Mexico City meeting: Confederation of Asean Journalists, Federation of Arab Journalists, International Catholic Union of the Press, International Federation of Journalists, International Organization of Journalists, Latin American Federation of Journalists, Latin American Federation of Press Workers and Union of African Journalists. —*Marcia Ruth*

New AT&T venture expanding

AT&T has begun marketing across the United States a prototype for electronic real estate listings, a service available since last fall in Monmouth County, N.J.

Some newspaper executives see the project as a potential competitor for certain print classified advertising.

Since September, real estate agents in Monmouth County and AT&T have used local telephone lines to provide an electronic multiple listing service that can, among other features, transmit color graphics [**presstime**, Nov. 1984, p. 24].

The Monmouth County Board of Realtors supplies the content, and AT&T provides the computer hardware and software, installation, maintenance and training, said AT&T spokeswoman Marilyn Colliver.

The program is "being marketed across the country to other boards of realtors," Colliver said. She would not say whether any other boards have signed contracts.

In the Monmouth prototype, AT&T does not supply content or use any long-distance lines, Colliver said. The arrangement enables AT&T to stay behind the line drawn by the 1982 consent decree that keeps the communications giant out of electronic publishing until 1989.

While Colliver says the program is not being sold as an alternative to classified ads, some in the newspaper business see it as a possible competitor.

In the short run, "clearly they are looking to provide a service to realtors," said Leonard P. Forman, director of planning/chief economist of The New York Times Co. But in the long run, he said, the issue becomes whether the automated database (such as the one in Monmouth County) will be available to consumers with home computers and thus threaten print classified ads.

Forman and some other members of the ANPA Telecommunication Committee have discussed the possibility of visiting the project in Monmouth County.

The project has the "potential to nibble away at some very lucrative areas of classifieds," said committee Vice Chairman Robert M. Johnson, president of Newsday, Long Island, N.Y. "I'm very concerned about what's going on in Monmouth County." ☐

ANPA says more time needed to shift microwave frequency

Operators of microwave services in the 12 gigahertz band should be given more time before they have to relocate their operations to another band, ANPA told the Federal Communications Commission in April.

At least 11 newspapers are currently operating microwave systems in the 12 GHz band to transmit copy to remote printing sites, according to ANPA.

In 1983, the FCC reallocated the 12 GHz band to direct-broadcast satellite service. It gave microwave licensees five years to shift to other frequencies or assume "secondary" status in the 12 GHz band.

The Association's April 19 comments were made in support of a request by the Aerospace and Flight Test Radio Coordinating Council for an additional five-year transition period—to Sept. 9, 1993. ANPA said, however, that it actually would prefer a 10-year extension.

ANPA said more time is warranted because of the "current uncertainty of DBS operations" and the "major capital investment" that licensees, such as newspapers, face in developing alternative means of transmission or moving to another band [**presstime**, April 1985, p. 27]. ☐

TELECOMMUNICATIONS NOTES

- The Times Mirror Co. intends to sell its Hartford cable-TV system to United Cable Television Corp. of Denver for about $61.5 million. Times Mirror, which also owns The Hartford Courant, agreed last November to sell the system by Sept. 4, 1987, as part of a settlement of a **cross-ownership dispute** with the state of Connecticut [**presstime**, Dec. 1984, p. 46].

- The Justice Department has decided not to oppose **a swap of cable systems** between Times Mirror and Storer Communications Inc. The swap would leave Times Mirror's American Cable unit as the only citywide cable operator in Phoenix and nearby Paradise Valley. Storer would become the primary cable operator in the Louisville area if it persuades the city to grant a new license.

- **Grassroots California**, an electronic information service that began commercial operation Feb. 1, had 48 subscribers by late April. A spokesman said growth was moving on schedule toward a year-end target of 349 paying subscribers.

The service is aimed at farmers, and the information includes commodity prices, agricultural news and an electronic-mail service as well as a lifestyle segment. Subscribers need a television screen paired with an AT&T Sceptre decoder, or a personal computer able to use IBM software. Grassroots California is a partnership owned equally by McClatchy Newspapers Co., The Bakersfield Californian and Times Mirror.

- A company owned by McCaw Communications Companies Inc. has asked the Federal Communications Commission for a license to operate a **new type of satellite service.** McCaw plans to use three satellites linked by radio to pinpoint people, trucks, planes or "anything that moves," a McCaw spokesman said. A type of beeper such as a paging device would be used.

Affiliated Publications Inc., publisher of The Boston Globe, owns 45 percent of McCaw Communications.

- The Asheville (N.C.) Citizen-Times Publishing Co. has **closed its cable news venture.**

A Citizen-Times spokesman said the fee for leasing the cable channel was too high "for a channel to support itself."

The company operated the cable news service from February 1982 through January of this year.

- Under an FCC rule adopted April 11, cable-TV franchising authorities **may not regulate rates for basic cable service** in communities where three or more over-the-air TV signals are available. The rule was to take effect April 28 for new cable franchises and after Dec. 29, 1986, for existing franchises.

The rule implements a provision of the Cable Communications Policy Act of 1984 that permits rate regulation only where there is no "effective competition" for the cable system [**presstime**, Dec. 1984, p. 31].

- An arrangement with States News Service is allowing **Keyfax videotex subscribers** to query States News Washington reporters and receive answers through the electronic system. Keyfax is a Centel Corp. subsidiary.

Ways newspapers can help fight illiteracy emerge from ANPA Foundation meeting

More than three dozen suggestions on things newspapers can do to promote literacy and create greater awareness of the problem of illiteracy emerged from a day-long meeting sponsored by ANPA Foundation.

The March 29 session in Reston, Va., brought together 28 representatives of newspapers and newspaper-related organizations, educational agencies, and literacy organizations.

Some of the suggestions for newspapers and the newspaper business were:

- Convene a meeting of local businesses to discuss the illiteracy problem
- Create a tutoring program using newspaper employees
- Provide greater coverage to educational success stories
- Make sure there are sections of the newspaper of interest to youngsters
- Prepare a directory of newspapers' Newspaper in Education and literacy promotion projects.

As a result of the latter suggestion, made by Michael G. Kane, special projects manager of the International Newspaper Promotion Managers Association, INPA will consider producing such a directory.

Other organizations also will be discussing illiteracy in the coming months. The topic is on the agenda of ANPA Foundation's Newspaper in Education Committee, scheduled to meet this month in Toronto, reported Chairman Thomas Schumaker, publisher of the Transcript-Telegram in Holyoke, Mass.

"I believe the newspaper profession must really get involved in attacking the illiteracy issue," said Schumaker. "First of all, it's logical. It makes good business sense. The more people who can read, the more potential subscribers we can get. Secondly, it is the type of social issue that all of us should care about."

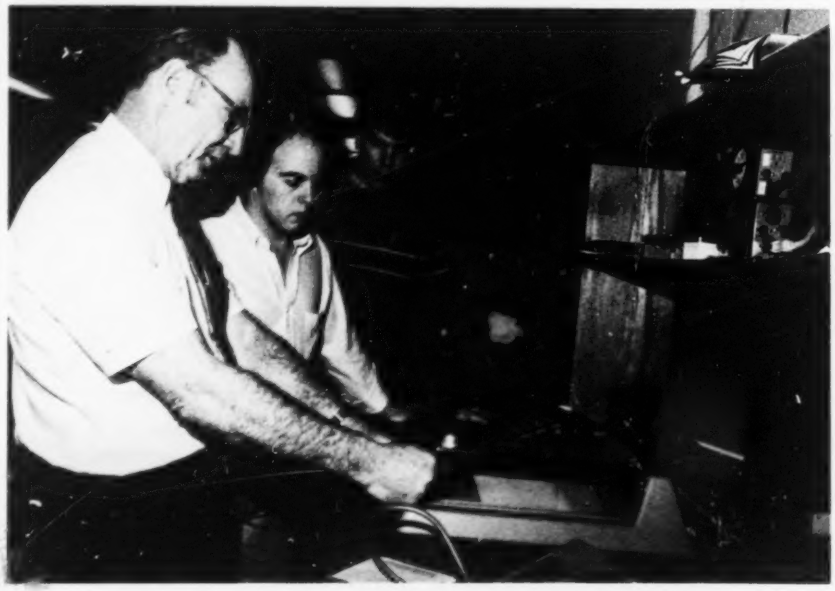
A newspaper-business attack on illiteracy also could help newspapers' public relations, he added. "It might make all of the people who tell the pollsters all of the things they don't like about us end up feeling a little better about journalism and journalists."

Reports on their activities in the field were made by spokesmen for the Coalition for Literacy, Reading is Fundamental, Literacy Volunteers of America, Laubach Literacy, the U.S. Department of Education, the Business Council for Effective Literacy, the International Reading Association, Chicago Tribune Charities, Gannett Foundation and The Columbus (Ohio) Dispatch and Columbus Citizen-Journal.

"I, for one, and some of the other newspaper executives there were really astounded to know just what was going on, and we were encouraged by that," said Frank Quine, director of the American Press Institute, a Reston-based training center for newspaper employees.

Quine said he has alerted API personnel to raise the issue of illiteracy with seminar attendees.

ANPA Foundation sponsored the Reston meeting after two regional symposiums on illiteracy were canceled because of inadequate registration [presstime, Nov. 1984, p. 42]. ☐



Arthur M. Boudreau (left), ANPA manager/technical training, demonstrates the use of a densitometer to South Dakota State University students Kerry Sly (center) and Scott Munger. They were among 10 South Dakota State students who recently received free training at The Newspaper Center in color-separation techniques. The program was sponsored by ANPA Foundation. The school paid transportation, lodging and other expenses.

Journalism endorsed for high school English curriculum

The drive to get journalism courses a place in the high school English curriculum picked up support in April.

Two organizations passed identical resolutions on the subject: the American Society of Newspaper Editors Board of Directors; and the Committee on News Editorial Education, made up of members of ASNE and the Association for Education in Journalism and Mass Communication.

The resolutions advocate acceptance of "journalism coursework which focuses on the collecting, writing and editing or the interpretation and evaluation of news and information." They also urge that the courses be recognized as "academic" and be taught by trained journalism teachers.

The two groups acted at the request of the Journalism Education Association, a national organization of high school journalism teachers and publications advisors [presstime, April 1985, p. 45].

The ASNE board also reaffirmed its support of the so-called "75-25 rule," a standard for accredited college journalism schools that describes the desired ratio of courses in the arts and sciences (75 percent) to courses in journalism for journalism majors [presstime, Nov. 1984, p. 40]. ☐

Winners named in annual high school journalism contest

Nine high school journalists and the staff of a high school newspaper have been named first-place winners in the 1985 ANPA Foundation/Quill and Scroll National Writing and Photo Contest. The awards have been given annually since 1963 to recognize excellence in high school journalism.

The winners, selected from 3,470 entries, were:

- **Advertisement:** Robbie Wallace, Clearwater (Fla.) High School
- **Editorial:** Cory Dryden, C. M. Russell High School, Great Falls, Mont.
- **Editorial cartoon:** Jill Anderson, Anderson High School, Austin, Texas
- **Feature story:** Renee Rocheleau, Abraham Lincoln High School, Council Bluffs, Iowa
- **In-depth reporting/individual:** Nate Henne, Duncanville (Texas) High School
- **Sports story:** Kelly Foote, Duncanville (Texas) High School
- **In-depth reporting/team:** HI'S EYE staff, Westfield (N.J.) High School
- **News story:** Kyle John, Truman High School, Independence, Mo.
- **Photo/news-feature:** Nicki Spirtos, Tarpon Springs (Fla.) Senior High School
- **Photo/sports:** Paul Clemons, Kirkwood (Mo.) High School.

Communications school requires two majors

Graduates of the new School of Communication at the University of Miami in Florida will be required to have two majors—one in communications, the other in arts and sciences.

University officials said it will be one of the few communications schools in the United States requiring a dual major.

The question of the proper ratio of communications to liberal arts courses in a journalism student's coursework long has been a topic of debate among journalism educators and professionals. Recently, it figured in revisions to the standards of the official journalism school accrediting body, the Accrediting Council on Education in Journalism and Mass Communications [presstime, Nov. 1984, p. 40].

The Department of Communication, which will be replaced by the new school in June, is not accredited by ACEJMC.

The school will offer 10 communications majors including journalism.

A First Amendment curriculum guide

The First Amendment: Free Speech & a Free Press, a curriculum guide for high school teachers, has been published by Thomas Eveslage, associate professor of communications at Temple University.

Eveslage wrote the guide to help high school social studies, journalism and English instructors teach about the First Amendment. His work was supported by a major grant from the Gannett Foundation. Other support came from ANPA Foundation and the Society of Professional Journalists, Sigma Delta Chi.

Single copies of the 76-page guide are $4.50; 10 or more, $4. To order, contact Eveslage at the Temple University School of Communications and Theater, Philadelphia, Pa. 19122; (215) 787-5020.

Kilpatrick explains a 'writer's art'

"Writing comes in grades of quality in the fashion of beer and baseball games: good, better and best," says syndicated columnist James J. Kilpatrick. And "best" is what Kilpatrick's *The Writer's Art* is all about.

"Before anything else, we must be *writers*," Kilpatrick avers, and the best writers "have something to say." Further, they do so without clogging their work with dangling participles, cliches, misspelled words, euphemisms and redundancies.

The 256-page, hard-cover book is available for $14.95 from Andrews, McMeel & Parker Inc., 4400 Johnson Drive, Fairway, Kan. 66205.

Essays on a free press

On the occasion of its 75th anniversary, the Society of Professional Journalists, Sigma Delta Chi, presented to DePauw University—where the society was founded—223 journalists' essays bound under the title *What a Free Press Means to America*.

Capital Cities Communications Foundation funded the project. The book is not for sale, but about 1,900 copies have been distributed to journalism schools, libraries and others. Inquiries should be addressed to the executive officer, SPJ,SDX, 840 North Lake Shore Drive, Suite 801, Chicago, Ill. 60611.

Budget panel votes to curb postal funding

The Senate Budget Committee passed a budget resolution that included no money for types of preferred mail such as in-county newspapers.

The action was in line with President Reagan's proposal to eliminate all so-called "revenue forgone" funding [presstime, April 1985, p. 42].

The committee differed slightly from the administration plan in one respect. In a compromise with the administration—called the Senate/Administration Deficit Reduction Plan—the panel voted to keep paying the "small cost of subsidized mailing for the blind."

However, according to language in the compromise, newspaper and magazine subscribers "should properly bear mailing costs."

The Senate began floor discussion on the plan April 22. It had taken no action by press time. There also was no action in the House.

After the Budget Committee action, ANPA issued a postal alert to members, saying, "If you have a strong position on the matter, it is advisable to make Senate and House contacts at this time."

Experts say elimination of revenue forgone funding would mean postal rate increases of 150 to 300 percent, depending on the level of presort and other discounts.

Babcock resigns as postal governor

David E. Babcock, a St. Louis management consultant, has resigned as a governor of the U.S. Postal Service. He cited time constraints posed by "personal and professional commitments."

Babcock's resignation, effective April 1, technically creates three vacancies on the Board of Governors.

However, one of those seats continues to be filled by William J. Sullivan of Bangor, Maine, whose term expired last December. Sullivan may hold the position until a replacement is named or up to an additional year.

Members of the 11-member Board of Governors, with the exception of the postmaster general and assistant postmaster general, are appointed by the President and are subject to Senate confirmation.

Young blacks' readership higher than that of white counterparts

A huge sample of U.S. newspaper readers in the major markets indicates that a piece of conventional wisdom about predictors of newspaper readership is not true.

The study found readership is *not* a function of race. Indeed, on an average day, blacks aged 18-34 are more likely to be newspaper readers than their white counterparts, according to the study.

The most accurate predictors of newspaper readership are first education, then income, researcher Ron Browne told the ANPA Industry Affairs Committee in releasing results of the study April 1. Browne, director of marketing research at The Washington Post Co., was acting for the Newspaper Research Council, the organization of newspaper research specialists.

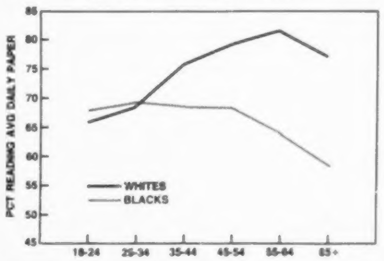
One implication of the study is that an increasingly better educated population offers a growing pool of potentially regular readers, who now buy a newspaper only occasionally. Getting half of those irregular readers "to read a paper one additional day a week would mean sales of a million more papers a day" in the 51 markets surveyed, Browne noted.

A key question, Browne told presstime later, is what kind of information or mix of information acts as a magnet for certain groups of casual readers and convinces them to read a newspaper on a particular day.

The study consisted of two main parts. One examined demographics of black and white readers. The other looked at how profiles of average daily readers change when casual readers are included in the group.

The study found narrowing and ultimately disappearing gaps between black and white audiences as education and household income increase. The research and analysis challenge "the blanket judgment" that whites are more likely to read newspapers than blacks, according to Browne.

NEWSPAPER READERSHIP: BY AGE

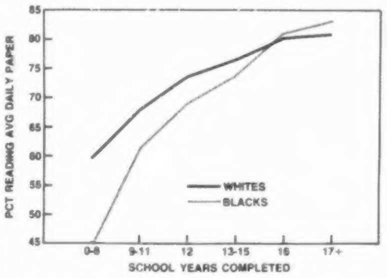


SOURCE SCARBOROUGH—51 ADIs

That judgment comes from the disparity between average daily white readership overall, 74 percent, and black readership, 67 percent. These numbers have led to a previous conclusion that "race is a key predictor of readership potential and, therefore, useful in targeting circulation development," Browne said at the committee meeting in Washington, D.C.

In contrast, the study held that race is a predictor of readership "only insofar as it serves as an indicator of economic and educational status."

NEWSPAPER READERSHIP: BY EDUCATION



SOURCE SCARBOROUGH—51 ADIs

Looking at the average readership among blacks and whites on any weekday, the study found:

- Among people from 18 to 34 years old, "blacks are more likely to read on the average day than their white counterparts." At age 35 and older, the average number of white readers is higher, and the gap grows steadily as age increases. The study suggests "the generally lower level of education among older blacks" may be responsible for that pattern.
- As the level of education increases, the margin by which white readers outnumber blacks narrows and eventually disappears. The spread is the greatest for readers with eight years of schooling. "After 16 years—at the bachelor's level and above—black readership is higher than white," according to the study.
- The margin also disappears as household income increases. For households with income of under $10,000, whites outnumber black readers by a spread of 11 percentage points. The racial groups switch places when household income rises to between $35,000 and $50,000 annually. But then when it exceeds $50,000, whites reassume the lead by a narrow margin.

In the section dealing with reader profiles, the study estimated that 72 percent of all adults surveyed read a newspaper on an average day. Over a typical week, the number rises to 91 percent when casual readers are included.

Regular readership ranges from 65 percent for people ages 18-24 to 80 percent for those 55-64. However, when casual readers are factored in, the gap between the age groups narrows considerably.

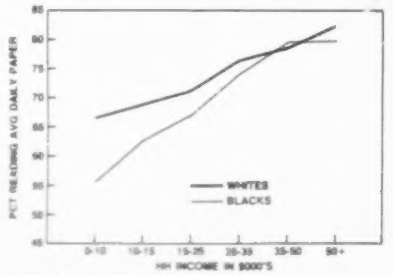
"The inference that young people don't read newspapers is off the mark," the study found. "They do. But they don't do it with the regularity of people over 35."

The study was based on Scarborough Research Corp.'s 1983 National Newspaper Rating Study. The sample consisted of 64,800 telephone interviews of people living in the 50 largest "areas of dominant influence" for media plus Des Moines. The findings are applicable to 67 percent of the U.S. adult population, according to the study.

The genesis of the study was Browne's work showing that the readership gap between blacks and whites in Washington, D.C., disappeared as education and income increased. The Newspaper Research Council sanctioned further analysis.

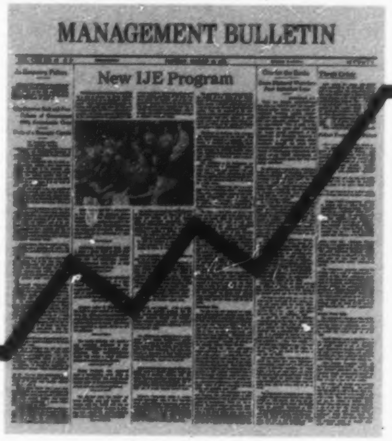
—*Barbara J. Friedman*

NEWSPAPER READERSHIP: BY HH INCOME



SOURCE SCARBOROUGH—51 ADIs

Announcing IJE's Management Training Center



Applications are now being taken for one of the most ambitious and exciting management training programs in the journalism industry.

A diverse management is vital to today's newspaper. This need has long been recognized, but little has been done to accomplish it. IJE's Management Training Center is the first program created specifically to address this urgent need.

Successful candidates will be drawn from the middle ranks of newsroom management, from circulation management and sales, and from advertising sales and mid-management. Most successful candidates will have had between five and ten years' experience in their respective departments.

This new IJE program, put together by a specially convened blue-ribbon committee,* is making a special effort to ensure a large minority representation. Those employers who have wanted to put a minority person on the management fast track now have a ready resource. IJE is now soliciting inquiries from interested publishers, general managers, department heads and potential applicants at daily newspapers.

Several full fellowships will be offered to smaller newspapers. Others will be assessed a small service fee.

***IJE's Management Task Force.** Co-chairs: John Quinn, chief news executive, Gannett Newspapers; Ellis Cose, president and chief executive officer, Institute for Journalism Education. Members: Mervin Aubespin, President, National Association of Black Journalists; Edward Bassett, Dean, the Medill School of Journalism, Northwestern University; Gerald Garcia, Publisher, Tucson Citizen; Robert Haiman, President & Managing Director, The Poynter Institute for Media Studies; Douglas Harris, Vice President, Knight-Ridder Inc.; James Hoge, Chairman and Publisher, New York Daily News; Donald Jacobs, Dean, Kellogg School of Management; Robert Maynard, Publisher, The Tribune (Oakland, Ca.); Nancy Nielsen, Director, Office of Communications, ABC Broadcast Group; George Parker, Director of Executive Education, Graduate School of Business, Stanford University; Arthur Sulzberger, Publisher, The New York Times; William Stockton, Assistant to the Executive Editor, The New York Times; Donald Wright, President, Los Angeles Times.

A project of the Institute for Journalism Education in cooperation with the J. L. Kellogg Graduate School of Management and the Medill School of Journalism of Northwestern University.

Deadline for Applications:
May 31, 1985

Session Dates:
August 4—October 6, 1985

For further information contact:
Debra Castelan
IJE's Management Training Center
Kellogg School of Management
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Evanston, Illinois 60201
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Applications of research described

The direct application of research to decision-making at newspapers provided the theme for the spring conference of the Newspaper Research Council.

"It was very evident during the April 14-16 conference that research is playing a vital role in guiding marketing decisions at more and more newspapers," said NRC President Ronald Kuzoian, research director at The Boston Globe.

In several major areas, researchers focused not only on the conclusions of their studies but also on how they were used:

- Editorial changes. The decision to launch the new Los Angeles Times Magazine next October was preceded by "the most extensive research of its kind ever undertaken" by the newspaper, said John Mount, Times' director of market research. Mount described how various components of the new magazine—including its name, content and targeted audience—were developed in response to research findings.

- Increased advertising. Significant gains in advertising revenue can be traced to the use of syndicated research, reported Joseph E. Maschio, senior vice president, sales development and research at Million Market Newspapers, a representative firm for newspapers in six major markets.

Although "advertisers and their agencies were somewhat skeptical" in the beginning, said Maschio, "we are aware of at least 37 accounts in the past 12 months who have responded favorably" to proposals based on the research, and "we can directly attribute [to the use of this research] over 425,000 additional lines of advertising that have appeared in Million Market newspapers," said Maschio.

John Polich, president of Simmons-Scarborough Syndicated Research Associates, announced that 61 advertising agencies had already subscribed to the 1985 Newspaper Ratings Study, which is scheduled for release in June.

- Community image. As a result of research undertaken by the The Kansas City Star and The Kansas City Times, "it became painfully evident" that the papers needed to improve their image in the community, said Robert Silvy, manager of research and planning. Further research revealed specific ways to "rethink community activities and how these activities should be promoted," he said. ☐

People who read newspapers are more likely to vote

BY GUIDO H. STEMPEL III

An article in the Spring 1985 Journalism Quarterly has a devastating answer to the recurring question of how those who get political news from newspapers differ from those who get political news from television. The answer simply is that those who get political news from television are much less likely to vote than those who get political news from newspapers.

The article, by Margaret K. Latimer and Patrick R. Cotter of the Department of Political Science at Auburn University, reports on a study of sources of news by a statewide random sample in Alabama.

Latimer and Cotter report that those who said they always vote or nearly always vote were more likely to use newspapers than television as a source of both state and local political news. Those who never vote were more likely to use television as a source. They also found evidence that the majority of those who use television news recognize that it is not an adequate source of political news.

The survey was done just after the runoff primary in Alabama in 1982. It found that of those who read state political news daily in newspapers, 80.6 percent had voted in the runoff, while of those who watched state political news daily on television, only 68 percent had voted in the runoff.

All this is food for thought for political strategists and candidates as well as for newspaper and television news people.

• • •

Michigan has 110 state representatives and 38 state senators in addition to a governor, but you might not guess that from the stories written by statehouse correspondents.

Professor Fredrick Fico of the School of Journalism at Michigan State University studied the coverage of state government by 15 reporters for seven major Michigan newspapers for three months in 1983. He found that the governor was mentioned first in 45 percent of the stories, a state senator was mentioned first in 6 percent and a state representative was mentioned first in 11 percent. Other state officials were mentioned first in 38 percent of the stories.

Second mentions were a little more even. The governor was mentioned second in 16 percent of the stories, a senator in 15 percent and a representative in 19 percent.

More than two-thirds of the lawmakers were not mentioned first or second in any of the 231 articles included in this study. Earlier studies found similar patterns in coverage of the U.S. Congress.

Michigan may not be typical, but the study still raises the question of whether legislative coverage in any state includes the activities of as many of the legislators as it should.

These findings are reported in this spring's Journalism Quarterly.

• • •

In the wake of the Sharon decision and the Westmoreland withdrawal, there has been a lot of discussion of whether libel law is what it ought to be. You've undoubtedly read some of this and reflected on it, but have you ever thought about the fact that a plaintiff can collect damages without ever showing that he or she actually has been harmed?

David L. Anderson, professor of law at the University of Texas, discusses the problem in this spring's Journalism Quarterly. It's called the doctrine of presumed harm. What this means is that once a plaintiff has established that he or she has been defamed, it's assumed that he or she has been harmed. No evidence of harm is required.

It is widely assumed that *Gertz v. Welch* changed this by making the showing of "actual injury" a requirement for the plaintiff, but in reality little has changed. Anderson points out that this is so because actual injury has turned out to mean not only harm to reputation, but also personal humiliation, mental anguish and suffering.

To see the significance of this issue, you need only to consider the Sharon and Westmoreland cases. Did the Time article about Sharon or the CBS program about Westmoreland change your attitude toward either of them?

Anderson considers the presumed harm issue "high on any effective reform agenda" for libel law. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

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Test of Pentagon press pool triggers concern about 'leaks'

Press leaders expressed hope that the breach of confidentiality that flawed the late April test of the Pentagon press-pool plan would not scuttle the arrangement worked out over the past year and a half.

At press time, both sides were discussing ways to get the pool plan refined, with some in the press noting that promised ground rules had not been forthcoming from the Pentagon but also acknowledging the press must tighten its security when pools are formed.

Defense Secretary Caspar W. Weinberger softened some of the initial Pentagon reaction to "leaks" that marred the secrecy of the pool by noting in The Wall Street Journal April 23 that "This was just an exercise. It was a test. We should try it again."

A meeting between representatives of the press and the Defense Department to discuss ground rules emerged as a possible next step, but such a session won't be scheduled "until after the dust settles," according to Fred S. Hoffman, deputy assistant secretary of defense for public affairs.

Some of that dust accrued from one so-called "leak" by pool participant Mutual Radio's informing other radio companies of the mission so they could arrange lines to receive a "feed" from the radio pool reporter.

Mutual is one of eight news organizations that was informed at about 6 p.m. April 20 that a secret military mission was imminent. The eight were instructed to send reporters to Andrews Air Force Base outside Washington, D.C., by 4 a.m. April 21.

But more than four hours before the plane left at 5:45 a.m. with the 10-member pool group, the Department of Defense reportedly received inquiries about the pool from news organizations that had not been included.

Responding to questions, the department confirmed the pool had been activated. The pool was not going on a combat mission but instead would be observing weeklong U.S.-Honduran military exercises in Honduras, officials said, and they asked that the information not be disclosed.

News organizations selected by the Pentagon to participate in the exercise, in addition to Mutual, were The New York Times, The Wall Street Journal, Copley News Service, Associated Press, United Press International, Newsweek Magazine and Cable News Network.

The Washington Post broke the story April 22. It quoted a Pentagon spokesman complaining that security had been breached.

The Post reported that its correspondent in Nicaragua learned April 21 that a radio colleague had been told by his home office of the pool's activation.

Ron Nessen, Mutual Radio's vice president for news, confirmed a standing agreement within the radio industry that whenever one company is designated for any pool, other companies will be notified so they can arrange to receive transmissions of pool reports. He said the Pentagon had been informed of the agreement, but no meetings had been held to cover ground rules.

"We fulfilled our pool obligations. The clearest lesson is that the Pentagon doesn't know enough about our business," said Nessen, who was White House press secretary for President Gerald R. Ford.

"We (the Times) kept our word" on secrecy, said Bill Kovach, Washington bureau chief of The New York Times. He suggested that the Pentagon may have leaked information "to see if we would run a story."

The Washington bureau chief for another newspaper in the pool, Albert R. Hunt of The Wall Street Journal, said he learned the secrecy veil had been broken when he read about it in the Post.

Walter R. Mears, Associated Press vice president and executive editor, said the test "pointed out shortcomings on both sides." He said the media "didn't do a very good job of maintaining security, and the Pentagon didn't do a good job of anticipating problems."

> *"This was just an exercise. It was a test. We should try it again."*

The pool arrangement was the outgrowth of discussions between the Pentagon and the media following the exclusion of reporters from the first two and a half days of the October 1983 invasion of Grenada. At the Pentagon's request, ANPA and the American Society of Newspaper Editors compiled a list of 24 newspaper organizations to participate in a pool-eligible group [presstime, Jan. 1985, p. 52].

The day The Washington Post broke the story, ANPA's chairman and president, Richard J. V. Johnson, commented: "It is commendable that the first practice of the Defense Department's contingency press pool is under way. No doubt some procedural changes will evolve from this first test, including advance discussions of general pool procedures and ground rules which apparently did not occur in this test instance."

"But the cooperative efforts of the government and the press to work out ways to make news coverage of military operations possible are important and encouraging—and these efforts should be continued," said Johnson, president of the Houston Chronicle.

ASNE said the editors' group hopes the Defense Department "will not seize upon this problem in the first test to argue for abolition of the pool arrangement."

By failing to consult with news organizations in advance about "realistic" pool procedures and ground rules, "which it had said it was going to do and the media had expected," the Pentagon "virtually guaranteed that glitches would occur in its test," said Jerry W. Friedheim, ANPA executive vice president and general manager.

Friedheim's reference to past Pentagon assurances was to a March 6 letter to ANPA in which Michael I. Burch, assistant secretary of defense for public affairs, said that "within the next few days we expect to start a series of meetings with the various press organizations to lay out how the pool will operate and what the ground rules will be." The meetings never occurred.

But the fact that glitches occurred is "no reason to give up. It's a reason to improve," added Friedheim, a former assistant secretary of defense for public affairs.

—Clark Newsom

Survey results in hand, editors turn to building credibility

That "three-fourths of all adults have some problem with the credibility of the media" appeared to come as no surprise to those attending the recent convention of the American Society of Newspaper Editors in Washington, D.C.

Accepting the conclusions of the major national survey of newspaper credibility commissioned by ASNE and released April 12, editors turned immediately to what could be done to diminish the public's distrust of newspapers.

"What this really does is document something we already knew, but the documentation brings it to our attention," said Robert P. Clark, vice president-news for Harte-Hanks Newspapers, who was elected ASNE president succeeding Richard D. Smyser of The Oak Ridger, Oak Ridge, Tenn.

"Now we need to make sure that enough people hear what the concerns are and how to do something about them," said David Lawrence Jr., chairman of the ASNE Credibility Committee and publisher and chairman of the Detroit Free Press. "Frankly, I prefer to see them as opportunities rather than problems to be miserable about," said Lawrence.

ASNE will follow through with a number of actions to increase newspapers' credibility. According to Clark, these may include a "primer" or handbook on steps editors can take, such as holding community meetings, establishing corrections policies or letters from editors "that help explain to readers why newspapers do what they do." ASNE also plans to hold credibility seminars, collect examples of successful programs conducted by various newspapers, and work with other groups, such as the Associated Press Managing Editors Association, which has commissioned a study of newspaper journalists' perceptions of media credibility.

The ASNE study and the APME study, scheduled for release in the fall, are the work of a Minneapolis-based firm, MORI Research Inc.

A key finding of the ASNE study, "Newspaper Credibility: Building Reader Trust," was the "overriding sentiment" that the press "exploits" or invades the privacy of so-called "ordinary people." Three-quarters of adults believe "reporters are only concerned about getting a good story and don't worry much about hurting people," said the report.

James E. Shelledy of the Idahonian, Moscow, Idaho, asks a question after remarks by Defense Secretary Caspar W. Weinberger.

In general, trust levels for newspapers paralleled those for television when people were asked about specific attitudes of the media. But what many editors found extremely disturbing was the public's preference for television if it "had to choose one source" of news—local and state as well as national and international news—and the widespread public perception that news "seem(s) more reliable" when seen on television than when read in a newspaper, heard over the radio or read in a magazine.

Many of those responding to the survey challenged the media's judgment on what is considered news, questioned the honesty and ethical standards of reporters, and showed some misunderstanding of the distinction between fact and opinion.

Robert P. Clark

David Lawrence Jr.

Distrust was shown to be particularly high among people aged 18 to 24, among blacks and among people at both the highest and lowest ends of the socioeconomic spectrum.

On the other hand, nearly three-fourths of all respondents said the media usually try to correct their mistakes, and more than three-fourths said the press helps keep public officials "honest."

Accessibility key. Editors interviewed after the report was presented appeared to agree on one of its basic messages. As Dennis D. Dible, managing editor of The Columbian in Vancouver, Wash., put it: "Accessibility translates to credibility."

And editors of papers of all sizes discussed a variety of paths they are taking toward becoming more accessible.

Claiming to be from one of the smallest papers at the convention, Joseph F. Ellis, editor of the 7,336-circulation Press Register of Clarksdale, Miss., said, "We don't have the resources to hire a full-time ombudsman, but I'm going to designate somebody on the staff to serve in that capacity as a result of the study."

John R. Finnegan, senior vice president/editor of the St. Paul (Minn.) Pioneer Press and Dispatch, said he would have his research department conduct a local version of the ASNE study "right away . . .

to see how our credibility stands up in view of that report."

Some editors said they would take action to correct what they see as misperceptions of the public about specific newspaper practices.

Calling it "dismaying, disheartening and disillusioning" that "a great percentage of readers don't see any difference between fact and opinion," Angus McEachran, editor of The Pittsburgh Press and a member of ASNE's Credibility Committee, said "We're taking a hard look at when we label something opinion or analysis."

Nearly one-fourth of the respondents said they believe the front page of their newspaper contains more opinion than the rest of the paper. Thirty-eight percent said a byline "entitled" a reporter to "put his or her opinion in the story."

Editors also have a job to do in educating the public on their news judgment, observed Ray Jenkins, editorial page editor of The Evening Sun of Baltimore, referring to one of a series of questions in which 68 percent said "some secret government documents dealing with an important national security issue" obtained by a newspaper "should almost never be reported."

"If I could take those 68 percent and take 20 minutes to explain, I could have reduced it to 20 percent," said Jenkins. "And that's what we need to do," he said, "[tell them] we may be dealing with an attempt to cover up, that has nothing to do with the public interest but a great deal to do with political interests."

While the report received generally high marks from journalism researchers attending the ASNE Convention, several pointed out that this particular study is only the start of what needs to be a continuing look at newspapers' credibility.

"This study doesn't tell how volatile [credibility] is," said Philip Meyer, professor of journalism at the University of North Carolina at Chapel Hill. He believes a series of surveys is needed to show "what kinds of news events make it go up and down."

Everette E. Dennis, director of the Gannett Center for Media Studies at Columbia University, said that in addition to looking at individuals' responses to media, studies should be made of the impact of institutions on the press. "The fallacy of the attitude studies, the reason they don't stand alone and mean very much," said Dennis, is that they fail to examine also the way institutions other than the press "massage public attitudes to get certain things."

In addition to supporting several ongoing studies, the Gannett Center will sponsor during the next 12 months two major conferences on subjects related to public trust in and accountability of the media.

Others also pointed out the limitations of assuming that all of the judgments made are applicable to newspapers. "We should recognize that the study tells us about people's perceptions, which are not necessarily realities," cautioned ANPA Chairman and President Richard J.V. Johnson, president of the Houston Chronicle. "People once perceived that the earth was flat."

The credibility study consisted of two parts. The first was a series of focus group discussions held in November and December 1984. The second was a national telephone survey of 1,600 adults conducted in December 1984 and January 1985. Of the telephone survey participants, 1,002 also completed a mail questionnaire and gave a second phone interview.

About 600 editors, educators and guests and about 400 spouses registered for the 1985 convention.

In addition to Clark, ASNE officers elected are: Michael G. Gartner, on leave as editorial chairman of the Des Moines Register, vice president; Katherine Fanning, editor of the Christian Science Monitor, secretary; and Edward R. Cony, vice president-news, The Wall Street Journal, treasurer. *—Marcia Ruth*

Highlights of the study on media credibility

The following are excerpts from the ASNE Research Report, "Newspaper Credibility: Building Reader Trust."

The Credibility Problem

Three-fourths of all adults have some problem with the credibility of the media, and they question newspapers just as much as they question television. Results from the national survey indicate that one-fifth of all adults deeply distrust their news media.

The breadth of the credibility problem is demonstrated by the three-fourths who say reporters are only concerned about getting a good story and don't worry much about hurting people.

The depth of the problem is demonstrated by the one-sixth who vented their frustration early in the survey, when they were asked what kinds of things they think of when they hear the terms "the news media" and "the press." These respondents answered that the media are biased, that they sensationalize, that they invade people's privacy or that they emphasize too much bad news.

People's impressions of the media often come from television, but their doubts about credibility apply just as much to newspapers.

The credibility ratings revealed that some demographic groups stand out as having less confidence in the news media than other groups. These include: blacks, people in the highest and lowest education and income groups, people who live in large communities, liberals and conservatives, young people.

Key Aspects of the Credibility Problem

The press and ordinary people. Question: Is the coverage of the average person by the daily newspaper or television news you are most familiar with:

- Too favorable—daily newspaper, 1%; television news, 2%.
- Just about right—daily newspaper, 69%; television news, 69%.
- Not favorable enough—daily newspaper, 30%; television news, 29%.

Question: Which of the following phrases of opposite meaning best represents how you feel about the daily newspaper or television news you are most familiar with?

- Respects people's privacy—daily newspaper, 30%; television news, 24%.
- Neutral—daily newspaper, 38%; television news, 36%.
- Invades people's privacy—daily newspaper, 32%; television news, 40%.

Also,

- Watches out for your interests—daily newspaper, 36%; television news, 31%.
- Neutral—daily newspaper, 43%; television news, 46%.
- Does not watch out for your interests—daily newspaper, 21%; television news, 23%.

Also,

- Cares what the reader/viewer thinks—daily newspaper, 44%; television news, 44%.
- Neutral—daily newspaper, 31%; television news, 32%.
- Does not care what the reader/viewer thinks—daily newspaper, 25%; television news, 24%.

Accuracy and completeness. Question: Which of the following phrases of opposite meaning best represents how you feel about the daily newspaper and television news you are most familiar with?

- Tells the whole story—daily newspaper, 43%; television news, 40%.
- Neutral—daily newspaper, 36%; television news, 33%.
- Does not tell the whole story—daily newspaper, 21%;

television news, 33%.

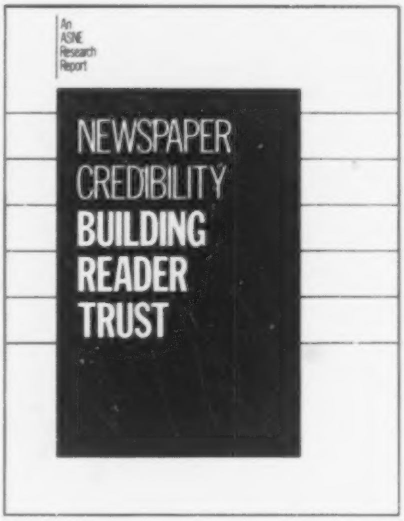
Also,

- Accurate—daily newspaper, 49%; television news, 50%.
- Neutral—daily newspaper, 36%; television news, 37%.
- Inaccurate—daily newspaper, 15%; television news, 13%.

Different news agendas. People often feel they and the media are on different wavelengths. This feeling—and the credibility problems that result—are due at least in part to differences in feelings about news judgment, about investigative reporting techniques and about how the news should be presented.

News judgment. Respondents were generally more cautious than the editors and broadcasters who originally decided to go with the story. . . .

Investigative reporting. A majority of survey respondents agreed it is "very important" for the news media to do investigative reporting, but a majority also agreed that investigative reporting is worthwhile "only if something happens to correct the problem." In other words, simply revealing the wrongdoing is not enough to justify investigative reporting.



A majority disapproved of certain tactics sometimes used by investigative reporters, including recording conversations without telling people, having reporters hide or misrepresent their identity, quoting unnamed sources, and paying people money for information.

News presentation. How the news is presented also appears to contribute to the feeling that audiences and the media sometimes have different agendas.

Question: How much do you agree or disagree with the following statements:

- Reporters frequently overdramatize the news. Agree, 68%; neutral, 15%; disagree, 17%.
- The news media try not to emphasize bad news too much. Agree, 22%; neutral, 13%; disagree, 65%.
- The news media put too much emphasis on what is wrong with America and not enough on what is right. Agree, 63%; neutral, 16%; disagree, 21%.

Respect for people in the media. Survey respondents were asked how much confidence they have in the people running 10 different U.S. institutions, including newspapers, television and "the press." Newspapers were ranked sixth, the press eighth, and television ninth. Only organized labor ranked below all three.

Results weren't any better when respondents were asked to rate the honesty and ethical standards of people in 10 different occupations. Newspaper editors and reporters ranked seventh and eighth, behind members of the clergy, doctors, police, TV news anchormen and anchorwomen, public school teachers and TV reporters. Only advertising executives and used-car salesmen ranked lower than newspaper reporters and editors.

Question: Which of the following phrases best represents how you feel about reporters?

- Well trained—newspaper, 48%; TV news, 57%.
- Neutral—newspaper, 35%; TV news, 31%.
- Poorly trained—newspaper, 17%; TV news, 12%.

Respect for the media as institutions. The focus group discussions revealed some distrust for newspapers and other media as institutions in American society. In several instances, participants criticized the media for being self-serving, for kowtowing to advertisers, and for allowing themselves to be manipulated by special interests.

Overall, 6 in 10 agreed that news coverage generally is not influenced by advertisers, compared to 4 in 10 who said advertisers often receive favored treatment.

Question on perceptions of the media as institutions: Which of the following phrases of opposite meaning best represents how you feel about the daily newspaper and television news you are most familiar with?

- Patriotic—daily newspaper, 62%; television news, 55%.
- Neutral—daily newspaper, 25%; television news, 30%.
- Unpatriotic—daily newspaper, 13%; television news, 15%.

Also,

- Concerned about the community's well-being—daily newspaper, 61%; television news, 51%.
- Neutral—daily newspaper, 23%; television news, 34%.
- Not concerned about the community's well-being—daily newspaper, 16%; television news, 15%.

Also,

- Moral—daily newspaper, 53%; television news, 47%.
- Neutral—daily newspaper, 31%; television news, 41%.
- Immoral—daily newspaper, 16%; television news, 12%.

Also,

- Fair—daily newspaper, 52%; television news, 52%.
- Neutral—daily newspaper, 38%; television news, 37%.
- Unfair—daily newspaper, 10%; television news, 11%.

Also,

- Can be trusted—daily newspaper, 51%; television news, 48%.
- Neutral—daily newspaper, 36%; television news, 38%.
- Can't be trusted—daily newspaper, 13%; television news, 14%.

Also,

- Unbiased—daily newspaper, 36%; television news, 39%.
- Neutral—daily newspaper, 41%; television news, 42%.
- Biased—daily newspaper, 23%; television news, 19%.

Separating fact and opinion. Substantial numbers of respondents indicated they believe political coverage in the media is slanted in both content and selection. More than half agreed that "the news media give more coverage to stories that support their point of view than to those that don't." Nearly one-half disagreed with this statement: "If a newspaper endorses a candidate in an editorial, the coverage will still be fair to all candidates."

One reason for the widespread belief in political bias in the media may be that people don't understand—or trust—media policies separating fact from opinion.

Question: Which of the following phrases of opposite meaning best represents how you feel about the daily newspaper and television news you are most familiar with?

- Separates facts from opinion—daily newspaper, 38%; television news, 38%.
- Neutral—daily newspaper, 37%; television news, 37%.
- Mixes together facts and opinion—daily newspaper, 25%; television news, 25%.

Areas of Concern

Daily newspapers generally received high marks for how well they cover specific groups of people, how reliably they report various types of news, and how well they inform readers about

Management handbook

A "Newsroom Management Handbook" has been prepared and published by the American Society of Newspaper Editors.

Printed in loose-leaf form so it can be updated periodically, the 25-section book deals with subjects ranging from the hiring and firing of newsroom personnel to editors' management styles and budgeting.

The publication was produced by ASNE's Human Resources Committee, with sections written by editors from a variety of newspapers. The project was financed by a $12,000 grant from Scripps Howard Newspapers. ASNE Foundation provided money to distribute one copy to each ASNE member.

Additional copies are available for $15 each from ASNE Foundation, P.O. Box 17004, Washington, D.C. 20041.

topics of local importance. However, the survey and focus groups pointed out several areas of concern to newspapers:

- People who feel their daily newspaper does not give groups to which they belong enough favorable coverage.
- People who rate newspaper coverage of certain topic areas particularly low.
- People who perceive television news to be more reliable and the medium of choice for local news coverage.

Local news coverage. About half (of respondents) chose newspapers when asked which one of their local news media they would trust the most to help them understand "a situation in your local area that is hard to understand or is controversial." Just under 4 in 10 chose television.

About half of the respondents chose television as the medium they would turn to if they "had to choose one source for local news." Only one-third chose newspapers.

In another worrisome finding, almost 6 in 10 chose television as the single most reliable source for "local and state news."

When respondents were asked which one of the news media they would trust to help them understand national news, 57 percent chose television, compared to 29 percent for newspapers.

People chose television as the most reliable medium for national and international news, and as the one source they would choose for national and international news and, to a lesser extent, for local and state news.

Although most (focus group) participants agreed that newspapers contain more total news content than television does, several argued that television is, nevertheless, a more complete news source. That's because TV can telescope the news by showing as well as telling and because some participants felt newspapers use their extra space to interject bias rather than provide more complete coverage.

Why Credibility Matters

Diminished press credibility may be a threat both to the special role of the press in American society and to newspaper readership. Credibility ratings were found in the study to be related to people's opinions about press rights and privileges. In addition, feelings about the credibility of newspapers were related to frequency of newspaper reading, and perceived credibility was viewed as one of the most important reasons to read a newspaper.

Newspapers and Credibility

The study looked at how different newspaper policies and different kinds of newspapers are connected to the public's perception of media credibility. In general, the results showed:

- Newspaper policies that increase reader accessibility appear also to lead people to rate the newspapers as more credible.
- Newspaper credibility ratings don't vary much according to the size, ownership or competitive environment of the papers people read.

Some Approaches to Heightened Credibility

Be fair, unbiased, accurate, complete, factual, professional, aggressive and compassionate.

Be perceived as accessible by promoting and demonstrating openness.

Treat people in the news with empathy, and that does not mean any less aggressive pursuit of the news.

Demonstrate that newspapers are a watchdog for the people, not a remote and, to some, frightening institution.

Concentrate on four groups with unusually high distrust of the media: "sophisticated skeptics," "the less well informed and suspicious," minorities and young people.

Be more thoughtful about coverage of all sorts of people, particularly women, young people, senior citizens, people on welfare, minorities, political and religious conservatives. Pay more attention to coverage of international conflicts, the abortion issue, criminal trials, human tragedies, and national security issues. Be sensitive to public doubts about some investigative reporting practices and the use of unnamed sources.

Cover local news thoroughly and well so people continue to rely on newspapers for the news that's closest to home. Establish strong local-orientation programs for new staff members.

Let people know that press rights are, in fact, the people's rights.

Make sure policies about fact and opinion are consistent and easily understood. Display coverage of controversial issues so readers are aware that different sides of those issues are being covered. Explain how "analysis" and "interpretation" stories can help people cope with an increasingly complex society. Explain the role of newspaper columnists. Educate people about endorsements of political candidates. ☐

ASNE Convention speeches available

Single copies of the following speeches from the ASNE Convention are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041.

Four Things: Minorities, "Sourcerers," Editors and Gentle Truths
Outgoing ASNE President Richard D. Smyser, editor, The Oak Ridger, Oak Ridge, Tenn.

Publishers and Editors: Working Together to Regain Reader Respect and Trust
Richard G. Capen Jr., chairman and publisher, The Miami Herald

Survey Results Uncover Areas of Concerns for Newspapers
Virginia D. Fielder, director of news and circulation research, Knight-Ridder Newspapers Inc., Miami

Some Approaches to Heightening Reader Trust
David Lawrence Jr., publisher, Detroit Free Press

The Business of Newspaper Advertising
Craig Standen, president, Newspaper Advertising Bureau, New York City

Credibility and the Press
Kristin McGrath, president, MORI Research, Minneapolis

The Government and the Press: Problem Solving Through Recognition of Common Interest
New York Gov. Mario M. Cuomo

Implications of the Westmoreland Lawsuit
Mike Wallace, correspondent, CBS News' "60 Minutes"

Clearing Up Misconceptions About Strategic Defense
Secretary of Defense Caspar W. Weinberger

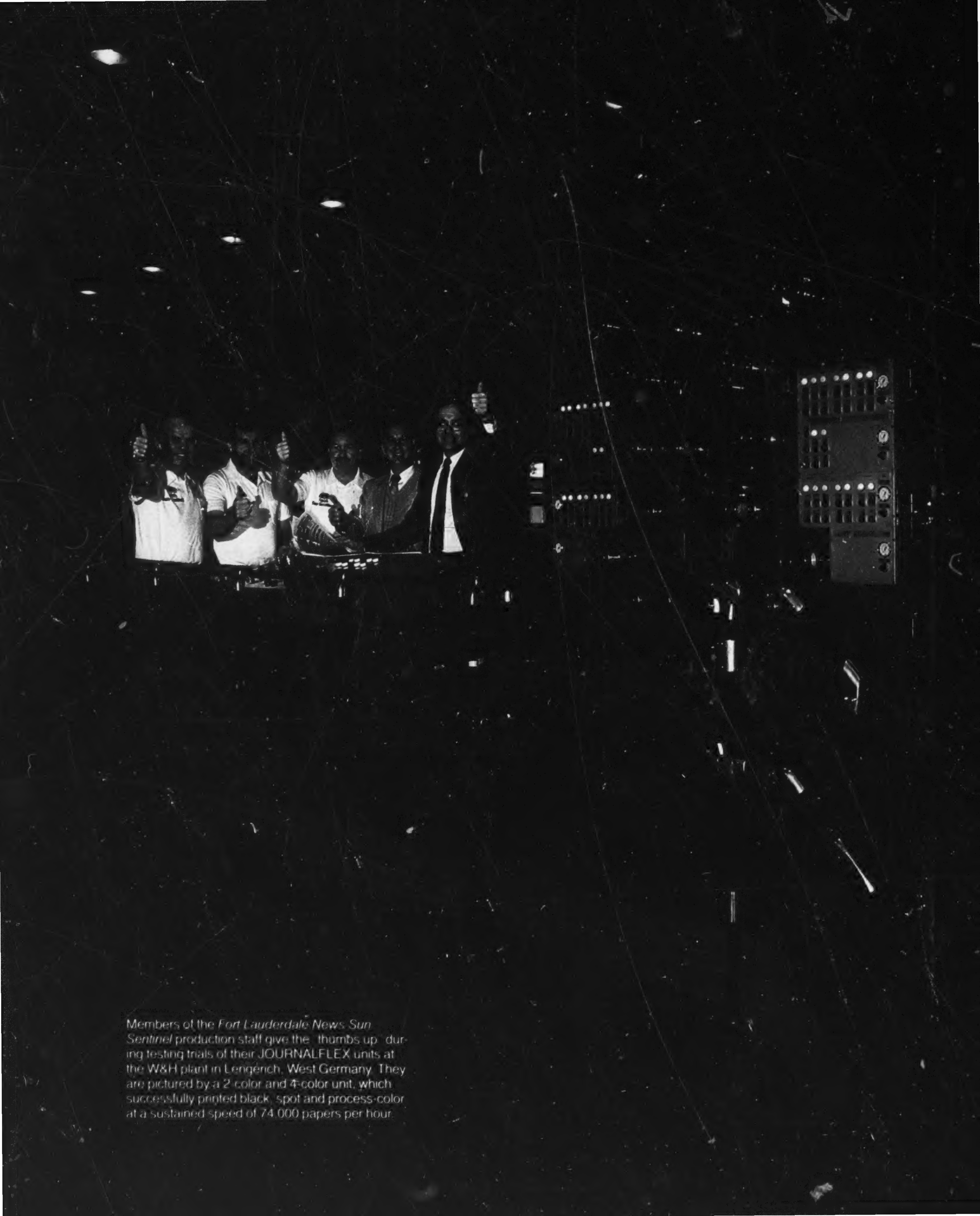
The Negotiation on Defense and Space Arms
Paul N. Nitze, special advisor to the President and secretary of state for arms control

Problems Journalists Encounter in Coverage Abroad
Louis D. Boccardi, president and general manager, Associated Press, New York City

U.S./Soviet Relations and Arms Control
Marshall D. Shulman, professor of international relations, Columbia University, New York City

Press Coverage of Recent Developments in Health Care
Arthur Caplan, associate director, The Hastings Center, Hastings-on-Hudson, N.Y.

The Physician and the Media
William C. Devries, surgeon, Humana Heart Institute International, Louisville



Members of the *Fort Lauderdale News Sun Sentinel* production staff give the "thumbs up" during testing trials of their JOURNALFLEX units at the W&H plant in Lengerich, West Germany. They are pictured by a 2-color and 4-color unit, which successfully printed black, spot and process-color at a sustained speed of 74,000 papers per hour.

Meet the team that will make flexo news in Ft. Lauderdale!

All of us have long believed that Flexo could be the dominating force in newspaper printing. However, we also realize that Flexo, as a complete system, must be proven before this could ever happen. After nearly 4 years of development and an estimated $40 million spent industry-wide, the time has come for some hard fact answers.

Starting in Fort Lauderdale this May, a complete "Systems Approach" will begin. In what we believe to be the most comprehensive approach in newspaper flexo so far, we will address the critical issues such as: bulk ink handling and viscosity control; anilox roll longevity; polyester vs. steel-backed plate making systems and press tension control.

Comparative economic questions will also be addressed, since both letterpress and offset press lines will be running side-by-side with Flexo.

Together as a team, our goal is to answer these critical questions. Today, more than ever, we are all confident that Flexo possesses the unique capabilities which will now make it the industry's process of choice.

Now let us show you why.

1. FT. LAUDERDALE NEWS SUN SENTINEL

Flexo has the potential to improve the quality and meet the high production demands of this metropolitan newspaper while reducing its overall manufacturing costs.

2. WINDMOELLER & HOELSCHER

Recognized as the undisputed leader in newspaper flexo with its proven JOURNALFLEX™ newspaper flexo technology and world-wide flexo experience.

3. KOENIG & BAUER

The world's oldest printing press manufacturer adds its global newspaper experience to the W&H JOURNALFLEX™ flexo technology.

4. PUBLISHERS EQUIPMENT CORPORATION

High-tech, specialized engineering has made PEC the world's largest and most respected converter of existing newspaper press technology.

5. W. R. GRACE & CO. LETTERFLEX SYSTEMS DIVISION

The NEWS IMAGE 120 flexo plate system is an advancement of LETTERFLEX'S unparalleled worldwide flexo plate making experience.

6. INCORPORATED

A MERIGRAPH SRA, featuring a modular newspaper plate-making system, will be at the leading edge of polyester backed flexo newspaper plating technology.

7. J.M. HUBER CORPORATION

A unique bulk ink handling design and their rub-resistant HUBERFLEX™ water based flexo inks will highlight the complete flexo "systems approach".

8. UNION CARBIDE CORPORATION

Anilox roll life unsurpassed by conventional anilox approaches will be demonstrated with the UCARLOX™ laser engraved ceramic anilox rolls.

9. NU-GRAPHICS MANUFACTURING, INC.

As a key element in high-quality color reproduction, the latest pre-press flexo plate registration systems from NU-GRAPHICS will be utilized.

10. NORTHEAST INDUSTRIES

With more flexo installation experience than any other company, NORTHEAST will pull together the hundreds of integrated pieces of this project.

For complete product information on the individual companies mentioned or if you are interested in seeing the Ft. Lauderdale Flexo installation in person, call or write:

FLEXO NEWSPAPER PRESS GROUP
A DIVISION OF WINDMOELLER & HOELSCHER CORPORATION
23 NEW ENGLAND WAY, LINCOLN, RI 02865
TELEPHONE (401) 333-2770

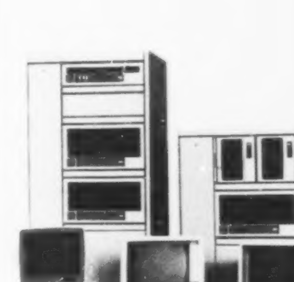
NEW AND REPLACEMENT FLEXO UNITS

COMPLETE NEWSPAPER PRESSES

FLEXO CONVERSIONS WITH W&H FLEXO INKER TECHNOLOGY

New Orleans & ANPA: old charm, new technologies

Whalen PC business terminal



Atex front-end systems

Switch & Mux portable terminal

Exactly one month after the 99th Annual ANPA Convention adjourns in Miami Beach, the 57th Annual ANPA Operations Management Conference & Exposition will open in another southern setting, New Orleans. Planners say the June 8-12 affair is shaping up to be an event well worth attending, for a number of reasons.

With regard to the Exposition part of the program, the equipment display is expected to fill approximately 265,000 net square feet of exhibit space. That would shatter the record of about 230,000 square feet established at last year's ANPA trade show in Atlanta [presstime, July 1984, p. 23].

Because of its size, the equipment exhibition will be housed for the first time in two different buildings: the Rivergate Exhibition Center and the New Orleans Convention Center, which are four blocks apart. In all, about 215 vendors are expected to have booths at the show.

Conference Director Peter P. Romano, ANPA's director/technical services, has projected registration of about 12,000 people for the event, which would be about 1,000 more than attended last year's.

It will be the first major ANPA meeting in New Orleans since the Convention was held there a decade ago. The last time the city was host to the trade show was 1973, when it was known as the Production Management Conference.

Romano noted that many hotels, facilities and shops were built or refurbished prior to the 1984 New Orleans World's Fair.

The theme of the Conference & Exposition will be "Countdown '90s—Demand$-Decision$-Direction$." It will punctuate the Conference sessions, which will take place at the New Orleans Hilton Riverside and Towers hotel, situated adjacent to the Rivergate Exhibition Center.

Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc. and chairman of the OMC&E Arrangements Committee, said the sessions will focus on a variety of topics including the marketing needs of newspapers, press decisions the industry faces from the perspective of both newspapers and vendors, and the future electronic needs of newspapers [presstime, Feb. 1985, p. 42]. A program update will appear in the June issue of presstime.

While many vendors are still putting the finishing touches on their displays for this year, they have reported that new-product introductions and/or demonstrations for the ANPA show will include the following:

Business systems

Business systems are moving newspapers to new frontiers of marketing and promotion. As reported in the cover story of this issue of presstime (p. 28), the new generation of systems are getting more complex and integrated in their functions. Many of the product introductions and systems upgrades reflect these trends.

- *Collier-Jackson Inc.* will add CJ/LAYOUT, which is its version of Layout-80*; CJ/NEWSPRINT, an inventory control system; and CJ/AD TRACKING, a subsystem that controls display advertising production.
- *Concept Publishing Systems* will introduce a PC-based classified advertising system for single or multiple publications.
- *CText Inc.* will unveil a classified advertising package that runs on its PC network.
- *Data Sciences Inc.*, among enhancements to its financial packages, will introduce its new Display Advertising Receivables System and Total Market Coverage System, which will be integrated within its circulation system.
- *Electronic Publishing Services*, a first-time exhibitor and a division of The Hearst Corp., will show a prototype financial planning and budgeting program that runs on IBM and IBM-compatible personal computers.
- *LAN Systems Inc.* will demonstrate a total-market-coverage package that allows newspapers with multiple publications, or more than one firm using the same computers, to track their TMC products.
- *Stauffer Media Systems Inc.* will exhibit its Custom Report Writer, a business report-generating program that is integrated with the firm's circulation, advertising and financial packages.
- *Whalen Computer* will introduce an integrated local area network of IBM PCs running a variety of advertising, circulation and financial programs.
- *Xitron Inc.* will demonstrate Turbo X, a PC-based business system for classified, circu-

lation and editorial, and the XM-16, an interface between a front-end system and typesetters.

Front-end systems

If the displays planned for New Orleans are an indication, the trend with front ends toward personal-computer-based systems or systems incorporating PCs has not abated. The Exposition also is expected to show that pagination systems are continuing on the road toward greater sophistication and integration.

- *Allied Linotype*, formerly Mergenthaler Linotype Co., will be demonstrating its new Series 200, which is a system of PC workstations, text composition software, typesetters and a pagination program. Relatedly, the firm will show its Series 100, a system which uses Macintosh computers in a network for text and graphics manipulation. Images will be created with typesetters and laser printers.

- *Atex Inc.* will be demonstrating its complete line of editorial and classified front ends, including features such as classified pagination, electronic ad dummying, its advertising system and a new graphics terminal.

- *Concept Publishing* will also demonstrate an enhanced version of its PC-based editorial system.

- *Composition System Inc.* will introduce its integrated pagination system running on the Series 2000/VAX network, which will include a graphics editorial layout terminal and PC-based "intelligent" workstations.

- *CText* will show wire-service capabilities on its PC-based editorial system.

- *Cybergraphics Systems Inc.* will add its new CGS 300 interactive pagination and display make-up terminal to its pagination demonstration.

- *Dewar Information Systems Corp.* will introduce its new full-color Discovery display advertising terminal.

- *Information International Inc.* will be having a more interactive demonstration of its pagination system using the 4500 ad make-up station and InfoScan 3700 laser scanner.

- *Harris Corp.* will demonstrate its 8300 copy-processing system, the latest development in its pagination program.

- *Liber Systems Inc.* will add the Image-500 electronic darkroom and the Page-700 layout and page make-up terminal to its interactive demonstration of pagination.

- *Monotype Inc.* will introduce a graphics display terminal for on-screen cropping and tonal adjustment of digitized graphics.

- *Mycro-Tek* will be demonstrating new storage devices and Stauffer Media Systems software for its editorial system.

- *Scitex America Corp.* will demonstrate its new Raystar flatbed imaging device and Satlight transportable scanner, along with its upgraded electronic prepress systems.

- *Switch & Mux Inc.* will show its portable editorial package featuring the new TRS-80 Model 200 personal computer, and its telecommunications software for the Apple IIe PC.

- *System Integrators Inc.* will demonstrate its concept for complete newspaper pagination and the System/25, a new front end for small- to medium-size newspapers.

- *Teleram Communications Corp.* will be demonstrating Star Link, a PC system for remote bureaus that is based on AT&T's Unix computer-operating system.

- *Terminal Systems Corp.* will be introducing two editorial systems for remote bureaus and another for capturing wire stories.

- *Xenotron Inc.* will have an interactive demonstration of its editorial and pagination systems which will include a VAX mainframe, an ECRM Autokon scanner and a Monotype Lasercomp imagesetter.

- *Xeta Inc.* will demonstrate an IBM PC with an ergonomically designed keyboard, an Atex-compatible "dumb" terminal and Computerease communications software.

Prepress

The prepress area, both electronic and chemical, continues to reflect newspapers' concerns for quality color reproduction. On the electronic side, several vendors will be introducing graphic systems of one kind or another. On the chemical side, a number of vendors will be introducing new, durable plates and neutral fountain solutions.

- *Allied Linotype* will show its Linotype Graphics System, which incorporates Imagitex's scanner for manipulating halftones and line art.

- *Alphatype Corp.* will introduce its new CRS 9900 digital phototypesetter.

- *American Hoechst Corp.* will introduce a new long-run, presensitized offset plate.

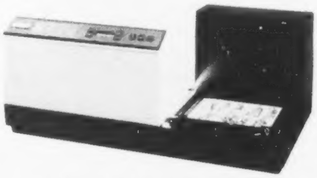
- *Camex Inc.* will be showing its new Breeze 2352 terminal which features the ability to scan continuous-tone pictures and line art, combine graphics with type, and set display advertising and editorial graphics on the company's SuperSetter machine.

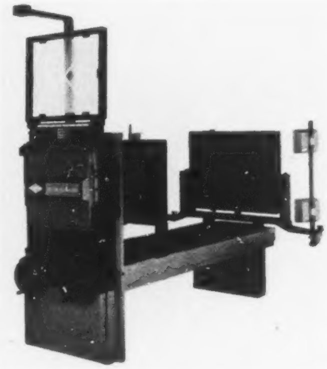
- *Chemco Photoproducts Co.* will demonstrate its new computer-aided preparation- and plate-management systems.

Camex Breeze terminal

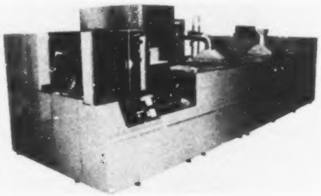
Chemco News-Scan 1000 System

ECRM Autokon 1000


Interleaf image scanner

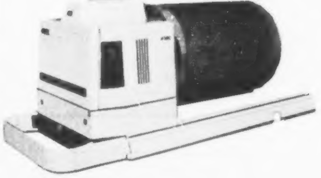


nuArc horizontal camera



Hercules SRY-II platemaker

Berlee vacuum roll handler



FMC automatic guided vehicle

- *Chesley F. Carlson Co.* will introduce its new ScanCal system, an off-line device that evaluates copy for electronic color separations, and SharpScan, a digital densitometer for evaluating black-and-white halftones.

- *Duarte Engineering* will introduce a complete pin-register system to control color registration from camera to press.

- *ECRM* will demonstrate two new products: the Autokon 720 laser graphics system and the Autokon 1000 laser scanner.

- *Fluorographic Services Inc.* will be showing a new transparent film for color overlays, especially for weather maps and comics.

- *Graphic Arts Technical & Consulting Services* will introduce its ADAM AT fountain solution powder, which the firm says "displays the best features of acid and neutral fountain solutions with none of their drawbacks."

- *GTI Graphic Technology Inc.* will show its Graphiclite portable unit for viewing color transparencies and positives.

- *Hercules Inc.* will demonstrate its Newsflexo platemaking system and its plate lock-up systems.

- *Interleaf Inc.* will demonstrate an upgrade to its graphic scanner that allows an operator to manipulate continuous-tone pictures as well as line art.

- *Master Etching Machine Co.* will introduce an automated 26-inch offset plate processor and 36-inch diazo plate coater.

- *NAPP Systems (USA) Inc.* will demonstrate NAPPflex, a solid, water-processable newspaper flexographic plate, and the C-series family of high-volume letterpress plate-processing units.

- *New England Newspaper Supply Co.* will show its new neutral fountain solution and offset blanket that requires no packing.

- *Newspaper Markets Division of 3M* will introduce its Endura newspaper plate designed for metropolitan newspapers.

- *nuArc Co. Inc.* will introduce a "room light" film contacting and duplicating system, and it will show a new, computerized horizontal camera.

- *Pitman Co.* will show its line of film processors developed through marketing agreements with Du Pont, D.S. America and Kodak, along with new phototypesetting papers and films.

- *Printers' Service* will show its new non-phosphate fountain solution.

- *Royal Zenith Corp.* will demonstrate its new 200s modular color-scanner system and previewer, and its Autocut mask-cutting system for color reproduction.

- *Titus Communications Corp.* will demonstrate its plain-paper laser typsetter.

- *Warner MDS Color Corp.* will show a new dry-silver masking film the firm claims is "the only film on the market that does not use any chemicals and develops in 10 seconds."

Pressroom

The pressroom continues to become more automated and computerized, and the show will reflect it. Also, there will be more demonstrations of equipment for commercial printing, reflecting another trend.

- *Baldwin-Gegenheimer* will show ultrasonic and PC-based web-break detectors and an automated fountain-solution circulating system.

- *Berlee Vacuum Systems* will show an electric/vacuum roll-handling device for forklifts.

- *Ebway Industries Inc.* will introduce a new web guide and automatic web splicer.

- *Flex-O-Line Inc.* will have a static display of a four-unit Goss Universal letterpress press (with two color humps) that was converted to flexography.

- *Flint Ink Corp.* will be providing information on inks that reduce "rub-off."

- *FMC Corp.* will demonstrate its Automatic Guided Vehicle for roll handling.

- *Graphic Systems Division (Goss)* will demonstrate a two-unit Goss Headliner offset press with a color halfdeck.

- *Inland Newspaper Machinery Corp.* will show a variety of reconditioned pressroom equipment.

- *Koppers Co. Inc.* will have a static display of a Wood Hoe letterpress press converted to flexography.

- *Lincoln Division of McNeil Corp.* will be demonstrating its centralized lubrication system for high-speed presses and mailroom equipment.

- *M.A.N.-Roland USA Inc.* will have a videotape presentation of the firm's flexographic installation at The Miami Herald.

- *Martin Automatic Inc.* will display its new automatic splicer.

- *M.E.G. (US) Inc.* will introduce S.D.C.L., a system that removes solvents from a printed web in commercial printing operations.

- *Offset Technology* will introduce a line of color decks and other pressroom equipment.

- *Pathfinder Graphic Associates Inc.* will show non-asbestos break-tension blocks, advanced press parts and reconditioned presses.

- *Perretta Graphic Corp.* will introduce a new P2000 microcomputer-based console for offset presses.
- *Publishers Equipment Corp.* will have display of a Three-Color Eagle offset press unit and will run a News King offset press.
- *Ryco Graphic Manufacturing Inc.* will show a backup dampening system for offset presses, as will another company with a similar name, *Rycoline Products Inc.*
- *Semler Industries Inc.* will show an improved waste-ink recovery system and automated guard washer.
- *Solna Inc.* will show a new fountain-solution circulation system and new plate lock-up mechanisms.
- *Tech-Energy Co.* will show its supply of new and reconditioned parts for a variety of offset presses.
- *TF&E Pressroom Devices Inc.* will show its pneumatic controls for King offset presses.
- *Windmoeller & Hoelscher/Koenig & Bauer* will have newspaper samples from and a presentation on the Fort Lauderdale (Fla.) News & Sun Sentinel flexographic project.

Distribution

Mailroom vendors continue to incorporate technologies such as ink-jet printing and personal computers into their distribution and packaging equipment, and many of those advances will be demonstrated. Also, innovations that were introduced into the European newspaper markets first will be brought to North America.

- *Alvey Inc.* will have a presentation on its palletizing system in use at the Houston Chronicle.
- *Baldwin-Gegenheimer* will introduce a compensating "overstacker" for preprints and flyers printed by the heat-set offset process.
- *Diconix Inc.*, a first-time exhibitor, will demonstrate its Admark II portable ink-jet printer designed for addressing and personalizing a variety of documents.
- *Dynaric Inc.* will be showing its NP-1 high-speed strapping machine for inserts.
- *Ferag Inc.* will have an integrated demonstration of its Rotadisc product-storage wheels with its single-grip conveyor.
- *Goss* will demonstrate its vertical tray-distribution system and belt-stream conveyor.
- *Hall Systems Inc.* will have a demonstration of distribution equipment, including its Monitor HT counter stacker and TruTrac modular belt-stream conveyor in which copies of the newspaper are overlapped.
- *Harris Graphics Corp.* will demonstrate its new Harris NP-160 integrated stacking and tying sytem.
- *Ideal Equipment Inc.* will show its automatic newspaper bundle-wrapping equipment that uses polyethylene wrappers.
- *Kansa Corp.* will be introducing its 480 Newspaper Inserter and modular labeler and quarterfolder.
- *Nolan Products Inc.* will show its bottom-wrap machine and lapped-stream conveyor sections.
- *Ovalstrapping Inc.* will include in its demonstration the JP-80 automatic cross-tie strapping machines and the JP-40, its new strapping machine.
- *Portec Inc.* will introduce its safe-glide spiral chute system for delivering newspapers and other products.
- *Power Strap Inc.* will introduce the PSN-4 tandem tying, high-speed strapping machine.
- *Stepper Associates Inc.* will introduce its model 1630 collator and 1610 LC address labeler/counter stacker.

Miscellaneous

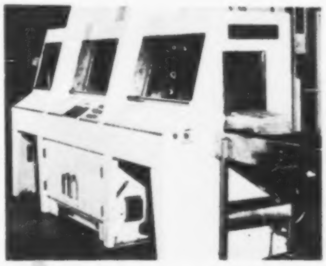
Increasingly, office automation vendors and firms that market non-technical products are displaying their wares at the ANPA show. For instance:

- *Applied Learning Corp.* will introduce a self-paced training course for the CRTronic typesetting system and ergonomic furniture.
- *King Features Syndicate*, a first-time exhibitor, will show editorial packages it is offering as advertising marketing vehicles for newspapers.
- *LEA Dynatech Inc.*, another first-time exhibitor, will show power surge and transient protectors, noise filters and voltage regulators for front ends and other devices.
- *Reuters Ltd.*, also a first-time exhibitor, will be giving presentations on a variety of its financial news-service products and demonstrating its Color Graphics Service.
- *VU/TEXT Information Services Inc.* will demonstrate its expanded computerized library system for newspapers.
- *The Washington Times*, a first-time exhibitor, will be marketing its T-1, C-band satellite network linking flatbed scanning equipment located in New York, Washington, Chicago, Los Angeles and San Francisco.

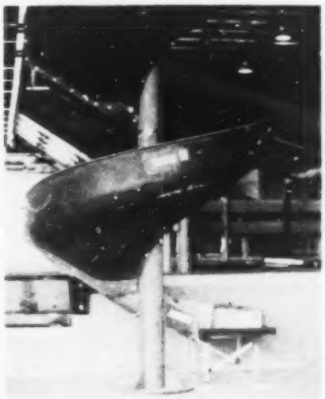
A complete list of exhibitors and their booth numbers will appear in the June issue of presstime.

—*Paul Kruglinski*

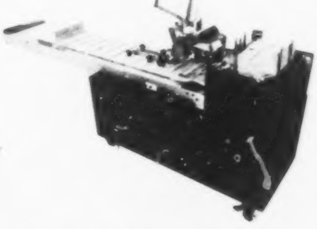
Hall Commander count verifier



Harris stacking and tying system



Portec spiral chute



Stepper Model 1610 LC Address Labeler

Despite drop in the number of reporting newspapers, capital-expenditure projections rise

ANPA's annual capital expenditures survey revealed for the second consecutive year that newspapers plan to spend nearly $1 billion on plant expansion and modernization and on new equipment. However, there is evidence the estimates are low and that actual outlays this year will exceed $1 billion.

The 387 North American newspaper plants responding to the survey said they plan to spend $971.4 million in 1985. That figure is only $11.8 million higher than the amount that had been projected for 1984 spending a year ago [**presstime**, May 1984, p. 63], but 73 fewer newspaper plants participated in the current survey. Eighteen of the respondents were from Canada, a drop of four from last year.

In all, the 1,080 plants printing ANPA-member newspapers were invited to participate in the latest survey.

Those that responded said their outlays on equipment and construction in 1984 were $677.7 million, or $111.3 million more than what was spent in 1983 by the 460 respondents to last year's survey.

"We're aware that many newspapers planning to make large capital outlays for equipment and buildings are not included in this survey," noted William D. Rinehart, ANPA vice president/technical. "I believe the actual outlays will be far in excess of $1 billion."

Over the previous six years, the number of survey respondents had held relatively steady, ranging from 424 to 495 plants [**presstime**, Feb. 1985, p. 22].

The format for the ANPA survey changed slightly this year. Outlays for telecommunications purposes have been separated from the general equipment-purchases category. And under the new-equipment heading, newsracks and commercial or job-printing equipment have been taken out of the "other" category and given separate listings. Notable among the survey's revelations:

- Actual outlays for telecommmunications equipment dropped from $28 million in 1983 to $12 million in 1984. Estimated expenditures for 1985 are projected at $10 million.
- In 1984, newspapers spent $145 million on plant expansion and modernization, or $15 million more than they did the year before. Moreover, they plan to spend more than twice that amount—$338 million—this year.
- Spending in the mailroom reached $70 million last year, $13.7 million more than the 1984 estimates and $22.1 million more than last year's respondents spent in 1983. This year projected outlays are expected to rise to $108.9 million.
- Actual outlays for Canadian newspapers were $13.4 million in 1984, down from $19.5 million in 1983. Estimated capital expenditures dropped from $57.4 million to $22.1 million. ☐

Chart 1—1985 Estimates

Newspaper Plants Participating[1]	U.S. 369	Canada 18	Totals 387
Plant Expansion and Modernization			
New building	$196,389,744	$ 300,000	$196,689,744
Addition to existing building	72,149,296	115,000	72,264,296
Modernization of existing building	66,858,872	2,711,024	69,569,896
Subtotal	$335,397,912	$ 3,126,024	$338,523,936
Telecommunications			
Cable TV			
Own	$ 250,000		$ 250,000
Lease	101,400		101,400
Satellite dish	3,460,200	58,000	3,518,200
Teletext (one-way broadcast)	165,000	125,000	290,000
Videotex (two-way interactive)	4,844,954		4,844,954
Other	1,113,236		1,113,236
Subtotal	$ 9,934,790	$ 183,000	$ 10,117,790
New Equipment			
Computers—front-end systems (editorial, classified)	$102,833,424	$ 1,288,744	$104,122,168
Computers—business (accounting, circulation)	44,681,272	1,860,750	46,542,022
Composing room	30,132,990	5,712,600	35,845,590
Camera/platemaking	14,225,657	551,300	14,776,957
Pressroom	189,066,464	1,605,400	190,671,864
Mailroom	105,263,128	3,701,418	108,964,546
Energy management systems	3,230,551	250,000	3,480,551
New telephone systems	18,287,856	827,000	19,114,856
Transportation-automobiles and trucks	27,461,856	557,000	28,018,856
New furniture and fixtures (all departments)	39,775,772	906,000	40,681,772
Commercial or job printing equipment	5,223,572	106,000	5,329,572
Newsracks	2,329,095	500,000	2,829,095
Other	21,509,670	951,000	22,460,670
Subtotal	$604,021,307	$18,817,212	$622,838,519
Estimated Total Outlays	$949,354,009	$22,126,236	$971,480,245

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[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1984 Expenditures

Newspaper Plants Participating	U.S. 369	Canada 18	Totals 387
Plant Expansion and Modernization			
New building	$ 66,988,860	$ 0	$ 66,988,860
Addition to existing building	33,484,240	16,920	33,501,160
Modernization of existing building	44,190,444	1,018,391	45,208,835
Subtotal	$144,663,544	$ 1,035,311	$145,698,855
Telecommunications			
Cable TV			
Own	$ 1,854,962		$ 1,854,962
Lease	105,628		105,628
Satellite dish	1,725,391	793,862	2,519,253
Teletext (one-way broadcast)	127,641	125,000	252,641
Videotex (two-way interactive)	3,398,264		3,398,264
Other	4,129,592		4,129,592
Subtotal	$ 11,341,478	$ 918,862	$ 12,260,340
New Equipment			
Computers—front-end systems (editorial, classified)	$ 73,119,896	$ 1,448,602	$ 74,568,498
Computers—business (accounting, circulation)	36,228,936	3,681,340	39,910,276
Composing room	17,624,278	1,280,245	18,904,523
Camera/platemaking	16,575,803	149,744	16,725,547
Pressroom	209,336,224	379,604	209,715,828
Mailroom	68,961,280	1,131,920	70,093,200
Energy management systems	1,588,405	33,219	1,621,624
New telephone systems	8,542,292	143,090	8,685,382
Transportation-automobiles and trucks	33,302,820	784,503	34,087,323
New furniture and fixtures (all departments)	26,871,426	415,744	27,287,170
Commercial or job printing equipment	4,249,311	22,458	4,271,769
Newsracks	2,473,816	1,998,595	4,472,411
Other	9,408,783	56,324	9,465,107
Subtotal	$508,283,270	$11,525,388	$519,808,658
Total Outlays	$564,288,292	$13,479,561	$677,767,853

TAS staff making more 'house' calls

The economic boom in the newspaper business has affected ANPA in the form of more activity in the Association's Technical Advisory Service.

The Technical Services Department, which offers technical consulting to member newspapers, has conducted 11 TAS assignments since Jan. 1, "and that's way ahead of last year," said Peter P. Romano, director/technical services.

"The economy's been good," he said. "The result has been a resurgence in plant construction and modernization." (See story, facing page.)

Most of the consulting has been done with small-to-medium circulation papers that are planning to build new facilities and seeking to expand and upgrade their pressrooms and mailrooms, he said. And most of the consultations focused on recommending the types of equipment needed, critiquing plant designs and determining optimum workflow.

Romano also reported that TAS activity regarding quality control also has increased. "We've set up quality-assurance programs at a number of newspapers," he said. In other cases, the Association's consultants have been called in to "establish a system based on documentation" or to "get the newspapers back to the basics" of quality control, Romano said.

Newspapers seem to be equally concerned with both black-and-white and quality color reproduction, he reported.

The fee structure for the Technical Advisory Service was recently restructured [presstime, April 1985, p. 59]. ☐

ANPA's John Ford (left) and Frank Stanczak examine plant layout.

TECHNOLOGY CALENDAR

- The **Technical Association of the Graphic Arts** will hold its 37th annual conference May 5-8 at the Radisson-St. Paul Hotel, St. Paul, Minn.
- The **Gutenburg Festival** international graphic arts show will be May 9-12 at the convention center in Long Beach, Calif.
- Typeworld magazine's **PC's & Type**, the first annual conference/exhibit on personal computers in typesetting and publishing, will be May 16-18 at the New York Penta Hotel.
- The **Digital Equipment Computer Users Society** will meet May 27-31 at the New Orleans Hilton Riverside and Towers hotel.
- The **Unitex (formerly Itek) Users Group** will meet June 5-7 at the Royal Sonesta Hotel in New Orleans.
- A **Lasers in Graphics** seminar will be June 5-7 at the New Orleans Sheraton.
- The **International Newspaper Conversions Group** will meet June 8 at the New Orleans Hilton Riverside and Towers hotel.
- The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 in New Orleans.
- The **Hell Color Scanner Users Group's** organizational meeting will be 10 a.m., June 9, at the Rivergate Exhibition Center in New Orleans.
- The second annual **Conference on Computer Generated Graphics** will be July 16-18 at the Hotel Meridien, Boston.
- **Type-X '85** will be Aug. 17-19 at the Washington Hilton in Washington, D.C.
- The **Atex Newspaper Users Group** will meet Aug. 25-28 at the Capital Hilton in Washington, D.C.
- **Gutenberg International,** a graphics arts show, will be Oct. 17-20 at the Convention Center, Washington, D.C.

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TECHNOLOGY NOTES

- The Daily Press and Observer-Dispatch of Utica, N.Y. **terminated development of computer-to-plate pagination**.

The newspapers will set full pages, including graphics, with Monotype imagesetters on acetate (negative) film.

According to the papers' management, the decision to end the experiment resulted from a vendors' dispute over financial liability for the project. Disagreeing were American Hoechst Corp. of Somerville, N.J., which installed the EOCOM laser platemakers, and Gerber Scientific Inc. of South Windsor, Conn., which purchased EOCOM last year [presstime, August 1984, p. 57].

- **Computek Inc.**, a Burlington, Mass.-based manufacturer of front-end systems for smaller newspapers, has **ceased operating**.

The firm had filed for protection from creditors under Chapter 11 [presstime, March 1985, p. 56], but in March the company filed for liquidation under Chapter 7.

The docket number for the petition, filed in U.S. Bankruptcy Court in Boston, is #85-22L.

- **Unitex Inc.**, formerly the Itek Large Systems Operations, **has been taken over** by Indian Head National Bank in Nashua, N.H. The bank had financed the purchase of Itek LSO and the formation of Unitex in 1984 [presstime, Sept. 1984, p. 61].

Reports have indicated that several firms are seeking to acquire Unitex's assets. The Nashua-based company makes front-end systems for medium-sized newspapers.

- The Associated Press is manufacturing its own **laserphoto receiver**, which it calls the Dataphoto 841.

AP began shipments of the first units last month, which will be used initially at the wire service's foreign bureaus and later at member newspapers. The device is not intended to replace existing AP photo receivers, according to Richard Atkins, director of communications.

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Itek copy-processing systems: two complete 730 systems, each with dual 50MB disk drives. Spare parts include another drive. Forty-two model 51 terminals and two Graphic Display terminals. Available mid-1985. For information and complete inventory list, contact Lee Gagle, The Toledo Blade Co., 541 Superior St., Toledo, Ohio 43660; (419) 245-6219.

Complete news channel equipment set-up; all audio and character-generated equipment necessary. Texscan MSI flexicaster with remote keyboard and spares. Will provide extended factory warranty and training on flexicaster. Great condition; make an offer. Contact Dan Dwelle, Athens Daily Review, P.O. Box 32, Athens, Texas 75751; (214) 675-5626.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

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The 'wall' has crumbled

BY CRAIG C. STANDEN

Not so many years ago, it would have been unthinkable for the American Society of Newspaper Editors to invite someone from the Newspaper Advertising Bureau to speak at the society's annual convention. Yet last month, there I was at the ASNE meeting in Washington, sharing the platform with Dick Capen, publisher of The Miami Herald, and Mike Davies, editor and publisher of The Hartford Courant, telling the nation's editors about the state of the newspaper advertising business.

Some people have asked me if I didn't feel somewhat apprehensive about making such an appearance. "Wasn't it," one asked, "a little like putting your head in the lion's mouth?"

My answer was, "Not at all."

I think it's perfectly natural for editors to want to know what's happening on the business side of the newspaper. If there's one thing we learned from the Newspaper Readership Project, it's that all the departments of every newspaper are dependent on one another, and that no department can be really healthy unless all departments are healthy.

As I put it to ASNE, "I believe that the famous 'wall' between advertising and editorial has largely disappeared.

"Newspaper advertising sales people don't have to be sold on the worth of writers and editors. We know the editorial matter in the newspaper is the magnet that draws our readers and the framework that allows us to sell advertising. The better you do your job, the easier ours becomes.

"And I'm confident you are equally aware of the important role advertising plays, not only as the primary source of newspapers' revenues—accounting for 75 cents out of every dollar we take in—but also as an integral part of the news and information package we bring the reader every day.

"Indeed, in surveys of newspaper readers, advertising is consistently rated among the three most interesting features of the newspaper."

In the coming years, I think we will see an increasing need for cooperation between the business and editorial sides of the newspaper. As we examine the business trends and challenges the '80s have presented, two things become increasingly apparent:

1. Maintaining our share of advertising—challenged principally today by television and direct mail—is a long-term and very complex problem. It will not be easy to solve, nor will it be susceptible to short-term fixes.

2. The solutions will require support and implementation by all parts of the newspaper business—very similar to the broad-based action that was necessary to our success in the Standard Advertising Unit program implemented last year.

As I announced to the editors at the ASNE convention, the bureau's board of directors has launched a new project which we have named, "The Future of Advertising."

Following the successful example of the Readership Project, we will form a working committee from all parts of the newspaper business to tackle that future. The chairman, Andy Andersen, president of the Omaha World-Herald Co., typifies the all-industry nature of the committee, having spent the early years of his newspaper career as a reporter before joining the business side. He has been a director of ANPA and the bureau as well as president of ANPA in 1974-76. (See story below.)

Within the general solutions we will be seeking in "The Future of Advertising" project, there will be many specific programs that will require the same multidiscipline approach. The just-beginning program on color standardization is one. The development of a single system of computer software usable by all departments of the newspaper may well be another.

It's a good thing the "wall" is down. We need each other. □

Standen is president of the Newspaper Advertising Bureau in New York City.

Group to examine 'Future of Advertising'

The Newspaper Advertising Bureau has announced formation of an industry-wide committee charged with "significantly" improving "our competitive position in the advertising marketplace long-term."

In announcing the initiative April 11 at the convention of the American Society of Newspaper Editors, NAB President Craig C. Standen said the committee—"code-named 'The Future of Advertising'"—would be organized "much like the Newspaper Readership Project" [**presstime**, April 1983, p. 4].

Later, Standen explained that several action committees would be established and that the project would last well beyond one year. Further information about the new panel, as well as its membership, are expected to be announced at the May 6-8 ANPA Convention in Miami Beach, Standen said.

Standen announced at the ASNE convention that Harold W. Andersen, president of the Omaha World-Herald Co., will chair the new committee. Andersen, a former chairman and president of ANPA, said the committee would be "broadly based in terms of representation of key parts of the newspaper business." □

Sunday magazines unite to get more national ads

Just as newspapers are cooperating more with one another in their attempts to increase their share of national advertising, so are Sunday magazines.

Family Weekly, Parade and the 52 magazines of independent newspapers represented by the Metropolitan Sunday Newspapers have broken new ground in cooperation over the past few months. For the first time, the three organizations are making joint presentations to advertisers and agencies in an effort to recoup some of the losses many have sustained in ad revenue in recent years.

Once a preferred location for full-color advertising, the Sunday magazines have steadily lost ground in proportion to the rise of free-standing inserts, particularly special coupon sections.

The new spirit of cooperation is a continuation of Parade and Family Weekly's joint presentations to the auto industry in Detroit last year and subsequent beginnings of a common coupon program [**presstime**, May 1984, p. 49].

Ongoing cooperative sales efforts will be unaffected by the recent sale of Family Weekly to Gannett Co, said the magazine's publisher, Patrick Linskey [**presstime**, March 1985, p. 68]. □

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Award in stress case no landmark

A recent decision of the Rhode Island Supreme Court awarding workers' compensation benefits to the widow of a former sports editor who claimed job stress contributed to her 60-year-old husband's death should not be viewed by employers as a landmark case opening the doors to similar court actions.

That's the opinion of Michael J. Hanrahan, administrator of the division of workers' compensation commission in Rhode Island. "There have been a number of stress cases" in the state, he said, although this was the first involving a newspaper worker. He said the decision was based on aggravation of a pre-existing condition.

The case is not appealable under the state's laws, he noted.

The court affirmed a ruling by the state commission that awarded the widow of Edward F. Mulcahey of The Evening Times in Pawtucket benefits of $55,000, plus nearly $200 a week for life unless she remarries.

Despite Hanrahan's viewpoint, which is shared by some others, the decision has caused concern in the newspaper business—especially in Rhode Island. "It has possible adverse repercussions for all industry in Rhode Island," said Charles N. Mock, senior vice president/personnel for The Providence Journal Co. "It's stretching the concept of what workers' compensation is all about. Any kind of employment involves some degree of stress."

On the other hand, "We've had these kind of rulings (in non-newspaper cases) going on for a long time in California," said Keith R. Fuller, director of employee relations for McClatchy Newspapers in Sacramento. Fuller also is chairman of ANPA's Human Resources Committee.

"This is certainly not the first case of this kind," said ANPA Assistant General Counsel Claudia M. James, "but they seem to be becoming more frequent around the country. Workers' compensation claims are of serious concern to most newspaper executives in charge of labor costs."

Roy W. Anderson, ANPA vice president/human resources, observed that "the introduction of stress to the workplace is not a new issue, but the crucial issue of employer responsibility builds an expensive factor into benefits management. Incapacity due to stress and awards to spouses of the deceased are additional factors that will add new charges to the maintenance of benefits, which have escalated dramatically over the past five years."

The Rhode Island Supreme Court noted that the state is one of the few that does not require proof of an accidental injury before compensation can be paid. Other state courts have recently awarded benefits in cases where employees were allegedly under stress [**presstime**, March 1985, p. 22].

Mulcahey, the sports editor, was stricken Oct. 8, 1978, after covering a professional football game. He died five days later of a cerebral hemorrhage. Helen F. Mulcahey subsequently sought workers' compensation, alleging that the hemorrhage was attributable to her husband's job with the newspaper.

She testified at a hearing before a trial commissioner that Mulcahey had been a diabetic for about six years. He took medication for that condition and for high blood pressure.

The state supreme court noted that "an employer takes its workers as it finds them," and when an employee aggravates an existing condition and the result is an incapacity for work, the employee is entitled to compensation for such incapacity.

In the opinion of a hypertension specialist, the court noted, Mulcahey's employment and his stressful work style caused or contributed to his hypertension, aggravating it to a point where he suffered the cerebral hemorrhage.

A cardiologist testified that the stress of meeting deadlines "probably aggravated" the hypertension.

The court also noted the testimony of the family physician, who said he was familiar with Mulcahey's work routine, particularly his working "in the wee hours of the morning, trying to make a deadline." Mulcahey's stressful employment, he said, aggravated both his hypertension and diabetes, "and the three of them escalate vascular disease."

Administrator Hanrahan said the gist of the decision was that "an employer takes its workers as it finds them." *(Mulcahey v. New England Newspapers Inc., No. 84-89)*

—Clark Newsom

Daily sued by former columnist

The Herald News of Passaic, N.J., is being sued by a former editorial employee and his wife who allege that his inability to get another job in the newspaper business is the result of a blacklist.

"There's a blacklist against me," said Mitchell (Mike) J. Stoddard, now director of media relations for the Morris County, N.J., government.

Stoddard is a former weekly columnist for the newspaper who became caught up in NLRB and court proceedings arising from a union's 1980 organization campaign. The NLRB found that his column was discontinued shortly after a representation election that led to certification of Newark Newspaper Printing Pressmen's Union No. 8 as bargaining agent for Herald News editorial employees. The board ruled that the newspaper's decision to drop the column was an unfair labor practice under the Taft-Hartley Act.

The board ordered the paper to resume publication of Stoddard's column, but that order was overturned last year by the U.S. Court of Appeals, District of Columbia Circuit [**presstime**, July 1984, p. 64].

However, the court agreed with the board that terms and conditions of Stoddard's employment had been adversely affected as a reprisal for engaging in union activities and that the company's action was discriminatory. The court remanded the case to the NLRB to enable the board to invoke any specific, alternate remedies consistent with the court opinion to ensure that Stoddard was not retaliated against for his union activities.

Meanwhile, Stoddard resigned from the newspaper last February. He alleges in his suit, filed in Morris County Superior Court, that he was continually harassed by management. Stoddard said that despite being in the news business since 1954, and once serving as the newspaper's night editor and Morris County bureau chief, he was given assignments that an entry-level reporter could handle. "They had me covering board of education meetings," he said.

The suit does not specify damages sought. Defendants include President and Publisher Austin C. Drukker, Vice President and General Manager Richard E. Wyckoff and 10 "John Does."

Wyckoff would not comment on the suit. ☐

Newspapers, ITU saluted for technology adaptation

The newspaper business and the International Typographical Union have set a pattern in adapting to technological change that other industries might emulate, according to a new Rand Corp. study.

"The newspaper industry is a harbinger of the future for many industries in our increasingly high-technology society," the study said. The industry's shift to new computer-based technology was far less traumatic than might have been expected, it added.

Few workers in the newspaper industry were laid off without being compensated, compared with the "smokestack" industries, the study by the Santa Monica, Calif., research organization noted. Instead, they were allowed to remain until they retired or found new jobs, or they were retrained for other newspaper jobs [presstime, March 1983, p. 4]. Many printers with lifetime job guarantees received cash payments known as "buyouts" to give up their jobs.

The study, conducted by economists James N. Dertouzos and Timothy H. Quinn with a grant from the U.S. Department of Labor, also concluded that the ITU was not a barrier to adoption of new technology. It said unions negotiated agreements that were remarkably similar to outcomes in non-union firms.

"The most frequently observed bargaining response is natural attrition, which has accounted for over half of the industry's labor adjustment so far," the study said. "Attrition involves a kind of 'featherbedding' response to new technologies, but statistically is no more likely in union than in non-union firms.

"Non-union firms exhibit greater reliance on programs to retrain workers for other jobs in the firm. Because of institutional inflexibility, union firms are more likely to rely on cash buyouts to compensate workers."

The Rand report estimated that "newspaper firms paid nearly $200 million in 'buyout' payments to displaced workers; over 90 percent of this total was paid by union firms."

But despite such measures, the average U.S. newspaper composing room still has 20-percent more staff than needed, according to the study.

To illustrate the scope of technological change, the Rand economists noted that as late as 1970, more than 10,000 hot-metal linecasters were operating in ANPA-member newspapers. By 1982, the number had dwindled to 194. Simultaneously, the number of video display terminals soared from 23 in 1970 to more than 46,000 in 1982.

The study also noted that the number of actively employed ITU members fell by 43 percent from 1970 to 1982.

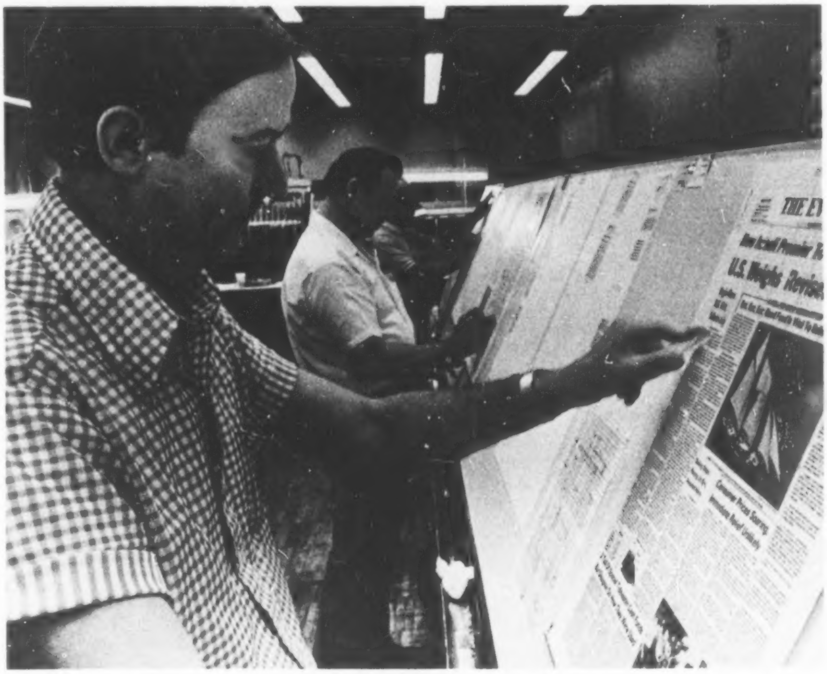
The reseachers estimated that buyouts for union workers at newspapers averaged $14,000, compared with $7,500 for non-union workers. Some workers in the sample studied received as much as $85,000.

"These averages may seem low, but that is because older workers were more likely to receive buyouts," Dertouzos said. "Many of the buyouts were actually early retirements."

The study concluded: "The bottom line is that the new technologies, despite the huge employment declines, were not introduced without regard for worker welfare. . . .

"The newspaper industry stands as a model for the many industries confronting the distributional-efficiency dilemmas that accompany major disruption of the status quo. Certainly, their example has far-reaching implications for the evolution of a 'high-technology' society."

Copies of the study, "Bargaining Responses to the Technology Revolution: The Case of the Newspaper Industry," R-3144-DOL, may be purchased for $7.50 each, including postage and handling, from Rand's Publication Department, 1700 Main St., Santa Monica, Calif. 90406-2138. ☐



Rand study says few newspaper employees were laid off without being compensated.

Recent contract settlements

Cleveland Plain Dealer, GCIU, Teamsters: Three 37-month agreements covering pressmen, photoengravers and drivers; retroactive to Oct. 1, 1984.

Memphis Commercial Appeal, Guild: Two-year agreement covering editorial and commercial employees; retroactive to June 11, 1984.

San Antonio Express-News, GCIU: One-year agreement covering photoengravers; retroactive to Dec. 2, 1984.

(Details in May 1985 ANPA Labor & Personnel Relations Letter.)

Globe-Democrat Guild unit accepts cuts

Members of The Newspaper Guild employed by the St. Louis Globe-Democrat have approved a new labor agreement that cuts pay by 5 percent.

The agreement eliminated 5 percent of a 9-percent pay raise that took effect Feb. 1. That agreement was made last year when Jeffrey M. Gluck took over the Globe-Democrat from Newhouse Newspapers [**presstime**, Feb. 1985, p. 51]. Guild members will receive a 4-percent, across-the-board increase effective Sept. 1, 1986. The new 46-month agreement is retroactive to March 1, 1985.

In addition, the employees agreed to waive restoration of another 6-percent cut they had agreed to last year. That cut was to have been restored in three installments beginning next September.

Robert A. Steinke, executive secretary of the St. Louis Newspaper Guild, said that an independent auditor hired by the union who reviewed the company's books reported that the paper lost $2 million in 1984.

Gluck was unavailable for comment. ☐

Court dismisses damages award

A $3-million judgment against the Omaha World-Herald arising from a traffic accident has been overturned by the Nebraska Supreme Court.

The suit was filed by the driver of an automobile who was severely injured when his car collided with a truck used to transport copies of the newspaper outside the city.

The court found that the owner of the truck was an independent contractor and that the driver was not an employee of the World-Herald. Thus, the court ruled, the truck driver's alleged negligence in causing the accident could not be attributed to the World-Herald.

The World-Herald withheld no income taxes or Social Security from the truck owner. It carried no workers' compensation insurance on him. "It made no attempt to regulate him," the court said. "The parties were unquestionably acting in the belief that their relationship was that of independent contractor."

(Eden v. Spaulding, Fundum and Omaha World-Herald Co., No. 83-426) ☐

ITU sets July merger vote

A majority of the five-member executive council of the International Typographical Union has scheduled a controversial membership referendum on a proposed merger with the Teamsters union.

The ballots are to be mailed July 8 from ITU headquarters in Colorado Springs.

The majority—President Robert S. McMichen and Vice Presidents William J. Boarman and Billy J. Austin—had favored a merger with the Graphic Communications International Union, but that merger was rejected in March by the GCIU's general board [**presstime**, April 1985, p. 48].

Voting against the method of conducting the referendum were ITU Secretary-Treasurer Thomas W. Kopeck and Vice President Allan J. Heritage, who favor a merger with the Teamsters.

Kopeck, noting that the membership "must be confused" by the executive council's vote, said he and Heritage voted against the action "because there is no provision in ITU laws to conduct a mail referendum from headquarters." He charged that the majority of the executive council was making up "new rules" for the Teamsters referendum.

Kopeck said the only previous referendum of this type was last year's rerun election for top officers. That election was directed and supervised by the U.S. Department of Labor.

Another reason for voting against the referendum, Kopeck said, was that no dates for returning and counting ballots were specified.

The ITU traditionally conducts referenda by distributing ballots at the local union level, counting them at that level and then forwarding results to headquarters.

President McMichen said that "the majority of us on the council, and I believe an overwhelming majority of the membership, believe the Teamsters deal is a nightmare that would destroy our union. But, we're a democratic institution, and it will be left to the members to decide the ITU's future by secret ballot. That's the way we've done it since 1852."

"Some of our members," he added, "want a chance to vote on the Teamsters deal—many just to knock it down."

Meanwhile, a U.S. District Court judge in San Francisco April 12 requested a brief from the executive council explaining why the mail ballot was scheduled. Judge Thelton E. Henderson also wanted to know the status of a petition endorsed by 160 ITU locals calling for the Teamsters proposal to be sent to referendum. A coalition of ITU members that supports a merger with the Teamsters was asked to submit a brief explaining its position. The briefs were due in late April. ☐

Union withdraws from second election at Ohio paper

By order of the NLRB, a second representation election at the Medina County (Ohio) Gazette was scheduled for April 25, nearly four years after the initial election that was challenged by the company.

On April 19, however, Publisher Arthur C. Hudnutt was informed that Cleveland Typographical Union No. 53 had withdrawn its representation petition.

In the May 1981 balloting, full-time and regular part-time employees voted 38-37 to be represented by the union. The company, however, refused to bargain with the union on grounds that the board had erroneously included a supervisor within the unit. The 6th U.S. Circuit Court of Appeals subsequently upheld the company's position [**presstime**, July 1984, p. 65].

The board said that because the supervisor's ballot "is commingled with the other ballots and is determinative of the outcome of the election," it decided to direct the second election.

(Medina County Publications Inc. and Cleveland Typographical Union No. 53, 274 NLRB No. 127) ☐

Sunday strike settled in Philadelphia

Delivery of the April 14 Sunday edition of The Philadelphia Inquirer was interrupted by a labor dispute.

Building service employees represented by Local 628 of the Teamsters walked off their jobs at 12:01 a.m. April 14 in a dispute over new contract terms. Delivery drivers represented by the same union refused to cross the picket line.

An agreement ending the strike was reached at 5 p.m. that day.

The normal print order for the Sunday paper is 1,080,000. About 285,000 complete papers and 489,500 incomplete papers reached subscribers. ☐

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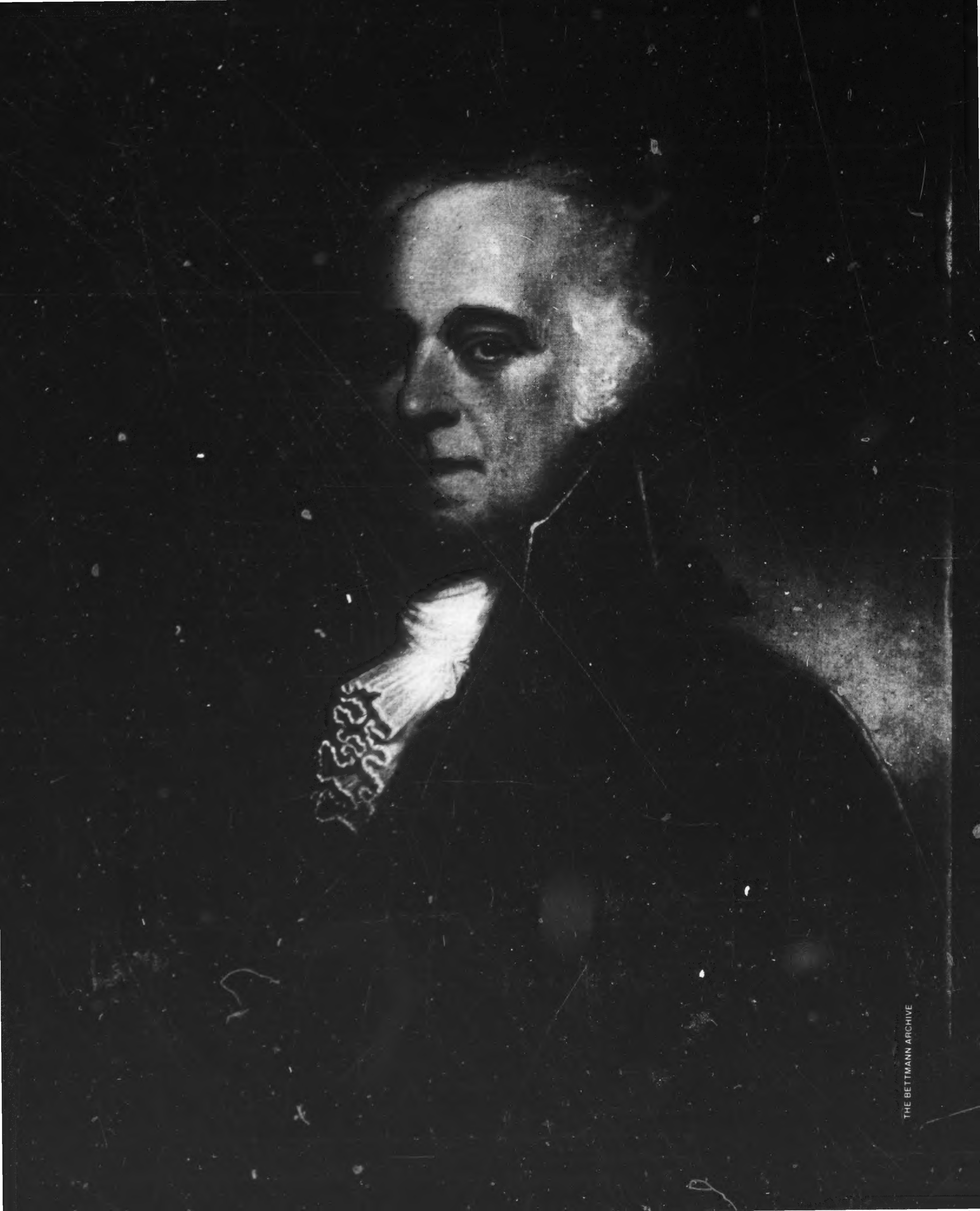

THE BETTMANN ARCHIVE

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John Adams, 1809

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Negotiation also resolved legitimate problems several customer groups had with some features of the Act. Railroads negotiated new agreements with the National Industrial Transportation League, the American Paper Institute and the Chemical Manufacturers Association. Those agreements solved problems for large numbers of railroad customers and helped thwart special interest shippers seeking to reregulate the rail system for their own benefit.

These special interest shippers, masquerading as a consumer group (CURE), are urging Congress to revise Staggers and reimpose restrictive regulations that would, in effect, force other shippers and the railroads to share freight costs of the companies CURE represents.

The Staggers Act must remain intact if America is to have a viable railroad system. Now is not the time to return to the regulatory morass that stifled competition and fostered economic decay.

For more information, write:
Freedom of Choice, Dept. 517 , Association of American Railroads, 1920 L Street, N.W. Washington, DC 20036.
Or if you're on a deadline, call us at (202) 835-9550 or 9555.

ASSOCIATION OF AMERICAN RAILROADS

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Price hikes put off again; demand remains uncertain

For the fourth time this year, many North American newsprint manufacturers have postponed a planned increase in the price of newsprint.

The increase for Eastern U.S. customers—from $535 to $570 per metric ton, not counting discounts and other arrangements worked out with individual buyers—now is scheduled to take effect June 1, industry sources say. Previously announced implementation dates were Jan. 1, April 1 and May 1 [**presstime**, April 1985, p. 56].

However, "There are indications that it (the implementation date) will go beyond that," said Robert C. James, senior vice president of The Journal Co. in Milwaukee.

James and other newspaper executives attributed the "rollback" in the implementation date to newspapers' high inventories and lower-than-expected consumption, coupled with high mill production.

Some sources also said price hikes are being hindered by newsprint being imported from Scandinavia and other overseas countries at relatively low prices, reportedly as low as $480 a metric ton.

Darryl M. Wharton, general manager of Scripps Howard Supply Co. in Cincinnati, said newsprint suppliers are treading softly on price increases because of uncertain demand. There is "still too much of a state of flux" regarding demand for the makers to lock in a date for higher prices and hold to it.

"I personally feel that June 1 is a temporary delaying action until the demand settles out a little bit," Wharton said.

Moran C. Keller, production manager of the Robinson (Ill.) Daily News, said his main supplier indicated it will postpone the increase, but it did not specify a new date for higher prices to take effect.

Not all newsprint makers have formally announced price increases.

Fred Weybret, publisher of the Lodi (Calif.) News-Sentinel, said he has received no notice of increases from either his Canadian or domestic suppliers.

Similarly, Gary Corbeill, president of The Kellogg (Idaho) Evening News, said his newspaper uses two U.S. suppliers that have not yet indicated there will be higher prices. He added, "It seems like it doesn't do any good to talk price with these people. If one goes up, they all go up."

Information about delays in price increases were coming mainly from customers who received notification from their suppliers.

The newsprint companies themselves were not confirming the latest postponement, and one, Boise Cascade, said it was sticking by its announced May 1 implementation date. ☐

Crown pact ratified at Oregon mill

Members of the United Paperworkers International Union ratified a six-year contract at Crown Zellerbach Corp.'s Wauna, Ore., mill.

The agreement provides for a $1,100 cash payment in the first year, a 4-percent wage increase in the second, 4.5-percent in the third, and 4-percent plus cost-of-living adjustments in the fourth through sixth years.

The UPIU is still negotiating with Garden State Paper Co. in Garfield, N.J., where the contract expired last October [**presstime**, April 1985, p. 56].

Elsewhere, workers at Donohue Inc.'s Clermont, Quebec, mill have given their union, the Confederation of National Trade Unions, a strike mandate. ☐

Speakers arranged for newsprint seminar

Speakers and topics have been lined up for the newsprint seminar Oct. 10-11 at the Hyatt Regency O'Hare, Chicago. They include:

- Golden Faris of the Indianapolis Star and News—color in letterpress
- John Irvin of the St. Petersburg Times and Evening Independent—color in offset
- Bob Bassemir of Sun Chemical Co.—ink and paper interaction
- J.G. Mitchell of MacMillan Bloedel Research Ltd.—new mill technology
- Robert D. Lewis of the Minneapolis Star and Tribune—newsprint control
- D.H. Page of the Pulp and Paper Research Institute of Canada—newsprint runability.

Cost of the event is $150 per person. This includes registration, a luncheon on Thursday and two continental breakfasts [**presstime**, April 1985, p. 56]. ☐

Crown Zellerbach rejects latest Goldsmith bid

Sir James Goldsmith and Crown Zellerbach Corp. have filed suits against each other over Goldsmith's hostile takeover bid for the San Francisco-based paper Company.

Goldsmith sued Crown in U.S. District Court, New York City, in an attempt to block anti-takeover measures it has taken. Crown sought an injunction in U.S. District Court, Reno, against Goldsmith's efforts to buy a majority of the firm.

The lawsuits followed Crown's rejection earlier in April of Goldsmith's $807.5-million offer for 19 million shares.

Goldsmith's efforts were given a boost in late April when a Nevada judge ordered Crown Zellerbach to postpone for two weeks its annual meeting scheduled for May 9. The decision could give Goldsmith more time to proceed with his bid.

If the British industrialist who currently owns more than 8.6 percent of Crown purchased the additional shares, he would own about 78.5 percent of the company.

Crown's board said it would approve a sale if there is a cash offer for all outstanding shares at approximately $60 per share.

The company also said it would abandon anti-takeover measures it has taken if such a cash offer, or another one acceptable to the board of directors, is made. Those measures have been referred to as a "poison pill" because they allow stockholders—after an unfriendly takeover—to buy two shares of the surviving entity for the price of one. The provision would not take effect until someone acquires 20 percent of the company's common stock or makes an offer for 30 percent or more of its 27.2 million shares outstanding.

Shareholders previously filed a lawsuit to block Crown Zellerbach's efforts to ward off Goldsmith's takeover bid [**presstime**, April 1985, p. 56].

In another development, New York investor Ivan F. Boesky said in a filing with the Securities and Exchange Commission that he had acquired 7.4 percent of Crown Zellerbach shares as an investment.

Another possible paper-company takeover appears to have ended. Southwest Forest Industries said it has been informed by a law firm representing Jefferson Smurfit Group Ltd. that Smurfit suspended efforts to obtain Southwest Forest's stockholder list [**presstime**, Aug. 1984, p. 59]. Smurfit holds about 9.3 percent of the company. Southwest also has anti-takeover measures in place. ☐

Consumption continues upward trend

Newsprint consumption by all U.S. users increased 5.6 percent in March compared with March 1984. About 3 percentage points of this increase can be attributed to the extra Sunday this past March.

In the first quarter of 1984, U.S. users consumed 2.4-percent more than they did a year earlier.

U.S. daily newspapers' consumption, meanwhile, increased 7.1 percent in March and 4.6 percent in the first quarter.

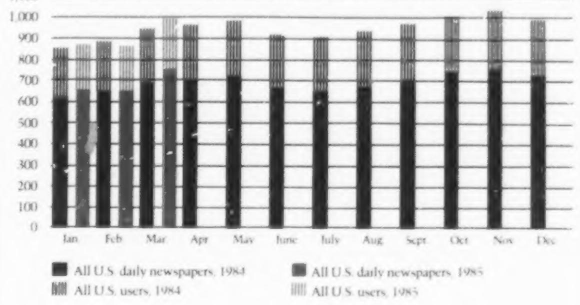
At the end of March, newsprint inventories of newspapers in ANPA's statistical sample were estimated at 47 days' supply, versus 39 days at the end of March 1984. Stocks of North American mills were up 7.9 percent from the previous year's levels.

The March operating rate for Canadian mills was 95 percent, and for U.S. mills, it was 93.9 percent.

Shipments from Canadian mills for the first quarter were up 11.7 percent from the same period last year. Canadian shipments to the United States increased 15.7 percent, those within Canada increased 6.3 percent, and those to overseas customers decreased 3.6 percent.

Domestic shipments from U.S. mills declined 2.2 percent.

Estimated newsprint consumption, 1984-85 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	1985(r)	1984	% Change
Northeast	160,482	158,441	+1.3
North Central	133,767	134,572	-0.6
South	212,636	211,416	+0.6
West	147,824	144,794	+2.1
Circulation size			
up to 25,000	51,222	42,268	+21.2
25,001-100,000	130,752	116,768	+12.0
Over 100,000	472,735	490,187	-3.6
February totals	654,709	649,223	+0.8
Two-month totals	1,316,515	1,276,454	+3.1
Region	**1985(p)**	**1984**	**% Change**
Northeast	184,217	169,008	+9.0
North Central	156,529	146,645	+6.7
South	245,536	229,674	+6.9
West	165,990	156,911	+5.8
Circulation size			
up to 25,000	57,027	44,678	+27.6
25,001-100,000	149,196	125,398	+19.0
Over 100,000	546,049	532,162	+2.6
March totals	752,272	702,238	+7.1
Three-month totals	2,068,787	1,978,692	+4.6

Estimated consumption of all U.S. users

	1985	1984	% Change
January totals	873,000(r)	847,000	+3.1(r)
February totals	865,000(r)	880,000	-7.1(r)
March totals	999,000(p)	946,000	+5.6(p)
Three-month totals	2,737,000(p)	2,673,000	+2.4(p)

Production

	Canada	U.S.A.	North America
March 1985	800,624	443,254	1,243,878
March 1984	665,611	433,935	1,099,546
Increase	+135,013	+9,319	+144,332
	+20.3%	+2.1%	+13.1%
Three months 1985	2,331,243	1,274,056	3,605,299
Three months 1984	2,044,315	1,260,959	3,305,274
Increase	+286,928	+13,097	+300,025
	+14.0%	+1.0%	+9.1%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
January 1985	791,408	41	6
January 1984	785,368	36	6
February 1985	834,234	41	6
February 1984	808,210	36	6
March 1985	837,478	41	6
March 1984	777,550	34	5
Canadian mills			
March 1985	360,128	-	--
March 1984	328,950	--	--
U.S. mills			
March 1985	83,453	--	--
March 1984	81,825	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1985	611,632	100,185	94,523	806,340
March 1984	469,868	92,457	111,271	673,596
Three months 1985	1,698,968	264,343	290,700	2,254,011
Three months 1984	1,468,062	248,784	301,502	2,018,348
Increase or	+230,906	+15,559	-10,802	+235,663
decrease	+15.7%	+6.3%	-3.6%	+11.7%
From U.S. mills				
March 1985	412,196	—	20,230	432,426
March 1984	433,096	—	20,653	453,749
Three months 1985	1,180,467	—	70,935	1,251,402
Three months 1984	1,221,000	—	58,840	1,279,840
Increase or	-40,533	—	+12,095	-28,438
decrease	-3.3%	—	+20.6%	-2.2%
From North American mills				
March 1985	1,023,828	100,185	114,753	1,238,766
March 1984	902,964	92,457	131,924	1,127,345
Three months 1985	2,879,435	264,343	361,635	3,505,413
Three months 1984	2,689,062	248,784	360,342	3,298,188
Increase	+190,373	+15,559	+1,293	+207,225
	+7.1%	+6.3%	+0.4%	+6.3%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised (p) = preliminary

Speeches

Michael J. Davies

E. Paul Wilson

David L. Riley

Ron Browne

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Publishers and Their Classified Advertising Departments
ANPA Chairman and President Richard J.V. Johnson, president, Houston Chronicle. Southern Classified Advertising Managers annual sales seminar, Tampa, Feb. 19.

Newspapers' Credibility Problem in the "New Age"
Michael J. Davies, editor, publisher and chief executive officer, The Hartford Courant. Bushnell Morning Lecture Club Series, Hartford, Feb. 26.

A Small-town Editor's Perspective on Newspapers
Richard D. Smyser, editor, The Oak Ridger, Oak Ridge, Tenn. Annual Carol Burnett Fund Lecture on Journalism Ethics, University of Hawaii, Honolulu, March 12.

Comments on the Role of the Canadian Press Council
E. Paul Wilson, vice president/marketing, Southam Inc., Toronto. Osgoode Hall Law School of York University annual lecture series, Toronto, March 21.

Computer Graphics on a Shoestring
David L. Riley, graphics director, Kentucky New Era, Hopkinsville, Ky. Southern Newspaper Publishers Association Editorial Clinic, Atlanta, March 26.

Newspapers and Newspaper People
Jerry W. Friedheim, ANPA executive vice president and general manager, Reston, Va. Defense Information School, Fort Benjamin Harrison, Ind., March 26.

Regulatory Challenges for Newspapers in 1985
George R. Cashau, ANPA director/technical research, Reston, Va. Southern Newspaper Publishers Association Production Conference, Nashville, March 11.

Washington Reporters: Moving Away from Generalist to Specialist Journalism
Stephen Hess, senior fellow, The Brookings Institution, Washington, D.C. Donald S. MacNaughton Symposium sponsored by Syracuse University, New York City, April 24.

Journalism's Role in the Secondary School Language Arts Curriculum
Jack Dvorak, adjunct associate professor, School of Journalism and Mass Communication, University of Iowa, Iowa City. Association for Education in Journalism and Mass Communication Secondary Education Division mid-winter meeting, Indianapolis, Jan. 12.

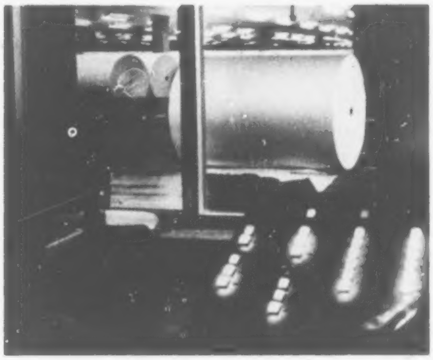
Ten Impediments to Marketing Productivity
Alvin A. Achenbaum, chairman, Canter, Achenbaum, Associates Inc., New York City. American Marketing Association New York Chapter, New York City, Feb. 7.

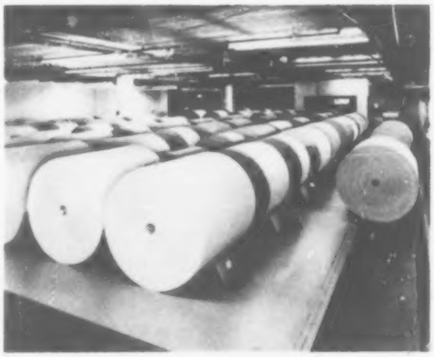
From the ANPA Industry Affairs Committee meeting, Washington, D.C., April 1-2:

News Coverage of Health Issues
Edward J. Burger Jr., director, Institute for Health Policy Analysis, Georgetown University Medical Center, Washington, D.C.

The Newspaper Research Council Report on Targeting Readers: Beyond Readership Averages
Ron Browne, research director, The Washington Post.

An Automatic Approach To Newsprint Roll Handling.





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Committee takes steps to increase minority hiring in all departments

The Minority Issues Steering Committee, representing 26 major newspaper organizations, has created the structure for its industry-wide effort to increase minority hiring and promotion.

Meeting in Washington, D.C., in conjunction with the April 9-12 annual convention of the American Society of Newspaper Editors, the committee decided to:

- Create a clearinghouse to coordinate efforts throughout the industry. To be organized initially by ANPA Foundation, the clearinghouse will keep track of what other organizations are doing, produce a "how-to" guide for newspapers and start a newsletter on minority employment in non-editorial departments.
- Consider a survey of minority employment in non-editorial departments.
- Encourage other newspaper associations to include minority employment on their meeting agendas and include minorities on panels about other professional issues. Frank Quine, director of the American Press Institute, and Mervin Aubespin, executive director of the National Association of Black Journalists, will keep a list of minority professionals who can participate in such events.
- Publish a directory of minority training programs and fellowships for entry level and mid-career advancement. Thomas E. Engleman, director of The Dow Jones Newspaper Fund, said non-editorial opportunities will be added to the Fund's two annual career guides—the "Minority Journalism Career Guide" published with the support of ASNE, the Associated Press Managing Editors Association and the Society of Professional Journalists, Sigma Delta Chi, and the general Journalism Career and Scholarship Guide.
- Conduct job fairs. There was agreement that the committee would sponsor job fairs for non-editorial recruitment, modeled after those already conducted by ASNE and other organizations for newsroom employees. One or two pilot events will be scheduled for fall 1985.
- Encourage minority students to choose careers in journalism. It was suggested that ANPA's Newspaper In Education program and scholastic press groups help identify and encourage minorities to aim for employment in newspapers early in their education.

Mervin Aubespin

George R. Blake

The steering committee agreed project-planning would proceed without a pre-arranged budget. Some associations and newspaper groups have already indicated their intention to contribute resources, and it is not clear whether additional fund raising will be needed. A $20,000 grant to the Association for Education in Journalism and Mass Communication for use in the minority effort has been made by the William Randolph Hearst Foundation.

The steering committee grew out of a February meeting of representatives from the newspaper organizations convened by ASNE and ANPA Foundation [**presstime**, March 1985, p. 67]. Co-chairmen are Aubespin and George R. Blake, editor of The Cincinnati Enquirer.

Before the April 12 meeting, ASNE reported that progress toward its goal to have newsrooms reflect the percentage of the nation's minority population by the year 2000 remains stalled. The percentage of minority newsroom employees at U.S. daily newspapers in 1985 still hovers below 6 percent. ASNE said it was the first time since it began the annual census in 1978 that there was no growth.

The next meeting of the steering committee will be during the annual NABJ convention Aug. 1-4 in Baltimore. ☐

Record circulation reported

Last year was another record-setting year for U.S dailies as both advertising expenditures and circulation reached all-time highs.

The story is detailed in ANPA's "Facts About Newspapers '85," a copy of which is included in this issue of **presstime**.

Advertising expenditures in U.S. dailies rose to $23.835 billion, an increase of $3.253 billion over 1983. Dailies' share of total expenditures was 27.3 percent, up from a revised figure of 27.1 percent in 1983. Television's share was 21.9 percent, up from 21.3. Direct mail dropped from a 15.6-percent share to 15.4, and radio went from 6.9 to 6.6 percent.

U.S. daily circulation rose from a revised 62,644,603 in 1983 to 63,340,336 last year. The 1984 preliminary figure tops the previous record of 63,147,280 set in 1973.

The trend toward fewer evening papers and more morning papers continued. Morning papers increased to 458 last year from 446 in 1983, and evening papers dropped to 1,257 from 1,284.

The total of U.S. dailies was 1,688, down 13 from the revised figure for 1983. (Twenty-seven "all-day" papers were counted in both evening and morning categories but only once in the total.)

At the beginning of 1985 there also were 7,704 paid and free-circulation weekly papers in the United States with a total circulation of 48,988,801. This is not comparable with figures reported for previous years, however, because free-circulation papers were included for the first time.

Newspaper employment grew from 427,900 in 1983 to a new high of 443,000 last year. Women accounted for almost two-thirds of the 15,100 increase.

In Canada, the number of dailies decreased by two in 1984, but circulation was up. There were 113 dailies in 1984 with a circulation of 5,557,932, compared with 115 in 1983 with 5,546,381 circulation.

Canadian newspapers increased their advertising revenues by more than $140 million to a total of $1.4 billion—some $400 million more than their nearest competitor, television.

Additional copies of "Facts About Newspapers '85" are available from the ANPA Public Affairs Department at The Newspaper Center in Reston. ☐

UPI board authorizes filing for Chapter 11 protection

BULLETIN

The board of directors of United Press International April 26 authorized Chairman and Chief Executive Officer Luis G. Nogales to file a petition for Chapter 11 bankruptcy. Such a petition would protect UPI's assets from creditors.

The board's action was precipitated by the wire service's inability to meet payroll. Nogales at press time was negotiating with a UPI creditor to pay employees.

It was not immediately known whether Nogales would file the petition.

Also, UPI subscribers in late April began receiving notices of a 9.9-percent rate increase, effective April 28.

———

Officials of United Press International, in the midst of efforts to "restructure" debt and improve its financial health, have renewed assurances to the newspaper business that the wire service will not go out of business.

In fact, Chairman and Chief Executive Officer Luis G. Nogales will not even address the notion that his efforts for survival may fail.

"I think the question is academic because it's going to be successful," he said in an interview at The Newspaper Center in Reston.

His visit to ANPA headquarters followed by several days an appearance April 11 at the American Society of Newspaper Editors Convention, where he insisted that the editors will not come to work one morning and find the UPI wire silent.

Dominating recent discussions on UPI has been how Nogales is trying to solve UPI's "continuing financial difficulties." He is up against a set of books that look roughly like this: on the plus side, five straight months in which "revenues billed have exceeded operating expenses" (figures for the sixth month, March, aren't in yet, but "it will be close," Nogales said); and on the minus side, a lien against UPI by the Internal Revenue Service for not paying employee taxes in the fourth quarter of last year (the same period it reported its first profit since 1963), a "negative net worth," including about $17 million in debt, and no more security for further loans. "The (physical) assets of UPI are pledged as collateral, so we don't have assets to dispose of," he said.

Regarding the IRS lien, UPI officials said the $1.77-million tax bill was factored into the favorable fourth-quarter financial report, and therefore the report stands. The taxes were not paid because of a cash-flow problem during the quarter, the officials added.

Also in the news has been a dispute between Nogales and majority owners Douglas F. Ruhe and William E. Geissler over Ruhe and Geissler's efforts to sell their portion of the company.

Under a March 7 agreement between the owners and management, Ruhe and Geissler shifted control of UPI to a board of directors consisting of Nogales, Ruhe, Editor-in-Chief Maxwell McCrohon and Wire Service Guild President William Morrissey [**presstime**, April 1985, p. 54]. The agreement is scheduled to end July 4 unless there is a change in ownership.

Under the new board, Nogales has authority to negotiate with UPI creditors for debt restructuring and with potential investors for recapitalization.

At issue was Ruhe and Geissler's negotiations during the term of the agreement to sell their shares. Nogales said those talks interfered with UPI's turnaround efforts.

"Clearly, we have a right to sell our shares" upon termination of the agreement, Ruhe said. The disagreement, he said, stemmed from whether he and Geissler have the right to "talk about selling" until the agreement has ended.

UPI spokesman David Wickenden said in late April that Nogales and Ruhe had reached a truce on the issue. "UPI is confident that all the various parties will adhere to the spirit and letter of the agreement," he said.

Meanwhile, UPI managers continue to operate under the new power structure.

Nogales said his biggest priority now, besides maintaining the quality of UPI service, is to restructure debt. That could mean extending the debt payoff period, exchanging debt for equity in UPI or other arrangements.

He also is stressing cost controls and budget management so that positive monthly financial reports can continue.

Debt restructuring and tight management are necessary for another UPI goal—to recapitalize for business expansion. Efforts to seek new investor capital occupy a lower priority, at least for the moment. Nogales explained that debt restructuring and proving that UPI can continue to turn a profit on current operations will enhance the attractiveness of UPI as an investment.

Nogales (right) gets tour of The Newspaper Center from ANPA's Jerry W. Friedheim.

Investors will be more inclined to sink their money into UPI if they see the company is making gains and that their capital can be put to productive use rather than just pay off old bills, he said.

UPI's major creditors—AT&T, American Express, RCA and Equitorial, a vendor of satellite receiving dishes—March 29 gave the company a 90-day moratorium on debt payment. That gives the wire service "breathing room" to work out a debt-restructure agreement, although reorganization will not necessarily occur by the end of that three-month period, said spokesman Wickenden.

Nogales said UPI will not liquidate additional parts of its operation in an effort to raise money. "We're not going to sell off a piece of UPI to keep it going for six months and then find we've got a weaker company," Nogales told **presstime**.

Nogales and other company officials say the task of holding down costs includes examining all aspects of the UPI report and dropping items of limited use. "There are things that can be streamlined or eliminated," Wickenden said.

But at the same time, UPI plans to strengthen some areas of editorial coverage for its approximately 806 newspaper subscribers—about half of which take the UPI wire exclusively. One area is business reporting, Nogales said.

—C. David Rambo

Ranks of 'publishers' to swell

For most newspapers, full-page computer pagination with graphics is still a long way off. But a Minneapolis educational software company has developed an inexpensive personal-computer program that allows even children to create—and print—a "newspaper" page comprised of headlines, text and illustrations.

Springboard Software Inc. is marketing the program, called "The Newsroom," to "journalists of all ages." At a suggested retail price of $49.95, the program may be used with most major brands of dot matrix printers to produce either letter- or legal-size pages.

The package includes two floppy disks. One contains a "clip art" file of more than 600 drawings that can be inserted into a page. The other contains the master program with six different functions: "banner" for setting the nameplate, "copy desk" for composing stories, "photo lab" for positioning the drawings, "layout" for arranging sections of the page, "wire service," which allows computers with modems to exchange copy, and "press" for printing the page.

Introduced in January, "The Newsroom" currently may be run only on Apple II series personal computers. But the company hopes to introduce an IBM version this month and a Commodore version in the fall.

While the program is easy enough for children to use, it also is attracting adult users ranging from real estate companies to an Apple computer club to a Texas neurosurgeon, says Karen A. Lansing, vice president of marketing.

The program is not something that a professional newspaper would want, Lansing says. But, she adds, it is "answering the need for all the people who have a little story to tell, but who can't afford to get it formally typeset."

Meanwhile, the Dow Jones Newspaper Fund, which promotes newspaper careers to young people, used an Apple Macintosh computer, Apple and other software, and an Apple Laserwriter printer to electronically compose, paginate and produce camera-ready pages for its April newsletter.

In a front-page article, it alerted school newspaper advisors to the development: "What has been called a 'revolution' in typesetting is now within the price range of every high school newspaper in the nation. The process will allow students to write and edit their school papers more frequently and to assume more control over the finished product."

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8 p.m.s shift to a.m. cycle; 1 reverts

Since last September, eight daily newspapers in the United States and Canada have converted from evening to morning publication.

In contrast, The Gettysburg (Pa.) Times, a mornings-only newspaper since October 1981, reverted to p.m. publication Jan. 21.

The newspapers that went from p.m. to a.m. are:

- The Register-Citizen (circulation, 18,000) of Torrington, Conn., April 29.
- The Moultrie (Ga.) Observer (7,971), April 22.
- The State Journal (67,009) of Lansing, Mich., April 15.
- The Calgary (Alberta) Herald (137,279), April 8.
- The Albion (Mich.) Recorder (3,250), Feb. 21.
- The Marshall (Mich.) Chronicle (2,850), Feb. 21.
- The Messenger (24,274) in Fort Dodge, Iowa, Nov. 12.
- The Roswell (N.M.) Daily Record (14,091), Oct. 1.

In addition, the Worthington (Minn.) Daily Globe (15,238) has announced it will convert to a.m. June 3.

In the first nine months of 1984, 11 newspapers made the evening-to-morning switch [presstime, Oct. 1984, p. 63].

Publishing changes since last September also included the death of The Sentinel of Winston-Salem, N.C. (circulation 31,554).

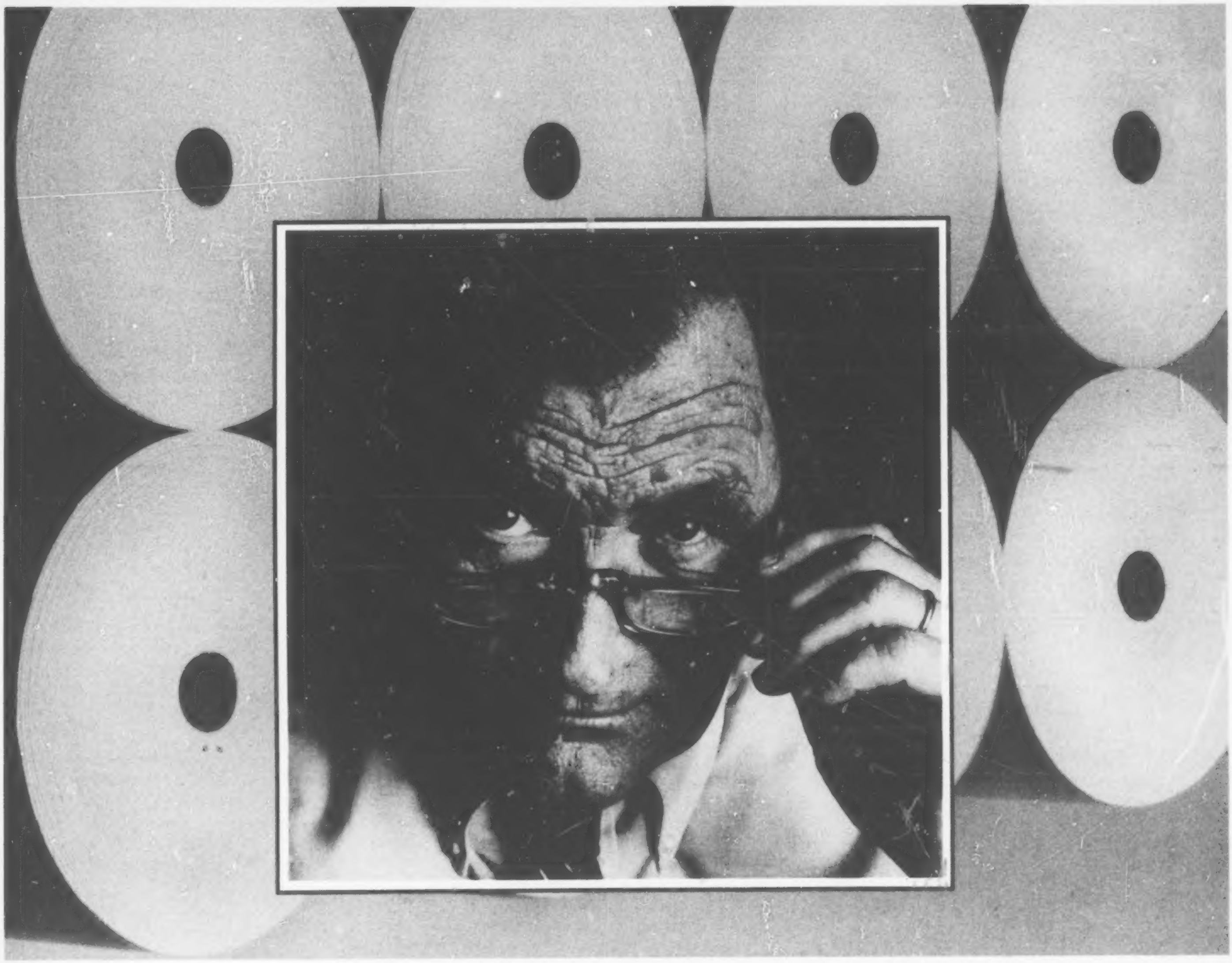
The Sentinel published its last edition March 29. The evening daily, which was the sister paper to the morning Winston-Salem Journal, was owned by Media General Inc. ☐

Deadline set for entries in design contest

Entries in the Society of Newspaper Design's sixth annual design competition are due May 6.

To participate, newspapers must send mounted tearsheets of published full pages. Newspapers throughout the world are eligible.

There are 20 contest categories. For further information, contact SND Executive Secretary Pat Kelly at The Newspaper Center in Reston. ☐



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ANPA *Calendar*

MAY

ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force meeting
Fontainebleau Hilton, Miami Beach, May 3

ANPA Board of Directors and ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 4

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education and Mass Communication meeting
Doral Hotel, Miami Beach, May 4

ANPA Human Resources Committee meeting
Fontainebleau Hilton, Miami Beach, May 5

ANPA Annual Convention
Fontainebleau Hilton, Miami Beach, May 6-8

presstime Advisory Committee meeting
Fontainebleau Hilton, Miami Beach, May 6

ANPA Board of Directors and ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 8

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Holiday Inn Lake Shore Drive, Chicago, May 13-15

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 13-17

ANPA Foundation Newspaper in Education Committee meeting
Park Plaza Hotel, Toronto, May 14

ANPA Foundation NIE Conference
Park Plaza Hotel, Toronto, May 15-17

JUNE

ANPA Labor Relations and Technology Seminar
New Orleans Hilton Riverside and Towers, June 7-8

ANPA Operations Management Conference & Exposition
New Orleans Convention Center, Rivergate Exhibition Center and New Orleans Hilton Riverside and Towers, June 8-12

ANPA Technical Committee meeting
Rivergate Exhibition Center, New Orleans, June 9

ANPA Executive Committee meeting
New Orleans Hilton Riverside and Towers, June 10

ANPA/NAB-Audit Bureau of Circulations Liaison Committee meeting
The Lodge, Pebble Beach, Calif., June 10-11

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Back Bay Hilton, Boston, June 19-22

ANPA/ABA Task Force meeting
The New York Times Co., New York City, June 21

ANPA Legal Affairs Committee meeting
The New York Times Co., New York City, June 21

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 24-28

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 8-12

ANPA Foundation NIE Training Seminar
La Casa del Zorro, Borrego Springs, Calif., July 9-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 22-26

AUGUST

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 5-9

NIE Methods Instructor Seminar sponsored by ANPA Foundation and the University of San Diego
University of San Diego, Aug. 13-15

ANPA

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Last-minute Convention preparations made

Finishing touches have been put on the program for the 99th Annual ANPA Convention May 6-8 at the Fontainebleau Hilton in Miami Beach.

As of late April, 2,031 people had registered, with more certain to sign in at the site. Attendance the last two years has been the highest in Association history—2,888 in New York City in 1983 and 2,309 in Montreal last year.

Tickets for all ANPA meal functions will be available for purchase at the hotel, as will be tickets for the Associated Press and United Press International luncheons.

The first official event of the Convention will be the first annual "Fun Run" sponsored by **presstime.** Registrants and their families are eligible to participate, and those interested should sign up at the ANPA Convention registration area at the Fontainebleau.

The two-mile event will begin at 6:30 a.m. Monday, May 6, with entrants asked to check in at the starting banner on the Fontainebleau Hilton beach starting at 6 a.m. The course will be south on the beach parallel to the boardwalk for one mile and return.

Argentina S. Hills

Ellis Cose

Several additions to the program [presstime, April 1985, p. 58] have been announced by Convention Arrangements Committee Chairman Richard G. Capen Jr., chairman and publisher of The Miami Herald.

Argentina S. Hills, publisher of El Mundo of San Juan, Puerto Rico, will participate in a panel discussion in the Tuesday morning General Session on Latin America.

At the Tuesday afternoon clinic on "Human Resources," additional speakers will be:

- For the first segment titled "Toward a Bias-Free Workplace," Ellis Cose, president of the Institute for Journalism Education at the University of California at Berkeley; Gerald Garcia, publisher of the Tucson Citizen and president of the National Association of Hispanic Journalists; and David Lawrence Jr., publisher and chairman of the Detroit Free Press
- For the second segment titled "Labor and Legal Trends," Betty Southard Murphy of the Washington, D.C., office of the law firm Baker & Hostetler and former chairman of the National Labor Relations Board; Douglas Harris, vice president/personnel of Knight-Ridder Newspapers Inc.; Charles Mock, senior vice president of The Providence Journal and The Evening Bulletin; and Gregory Thornton, vice president and director of industrial relations of the New York Daily News.

Newly added participants for the clinic "Research and Development—What's New?" will be George R. Cashau, ANPA director/technical research, and William D. Rinehart, ANPA vice president/technical.

Two people also have been added to Wednesday morning's General Session program on advertising and marketing. They are: Lee M. DuBow Sr., vice president sales and promotion for Belk Stores of Charlotte, N.C., who will provide a retailer's perspective on the question, "What Do We Do Next?"; and Harold W. Andersen, president of the Omaha World-Herald Co. and chairman of the Newspaper Advertising Bureau's Future of Advertising Committee, who will present a strategy for action. ☐

New members

The Bar Harbor Times

Bar Harbor, Maine (circulation 6,979). Emily L. Saltonstall, publisher.

the Mississippi PRESS

Pascagoula, Miss. (circulation 22,527). W. J. Hearin, publisher.

THE DECATUR DAILY

Decatur, Ala. (circulation 25,105). Barrett C. Shelton Jr., publisher. ☐

Grant named new ANPA state relations coordinator

Kevin Grant, former environmental engineer for Potomac Electric Power Co., has been named to the new position of ANPA state relations coordinator.

Kevin Grant

He will monitor legislative and regulatory developments on the state and local level, including the subjects of VDT safety, taxes and telecommunications.

Grant, 26, has a bachelor's degree in government from Cornell University. His duties at PEPCO included tracking regulatory issues pertaining to the power industry and preparing comments on various issues.

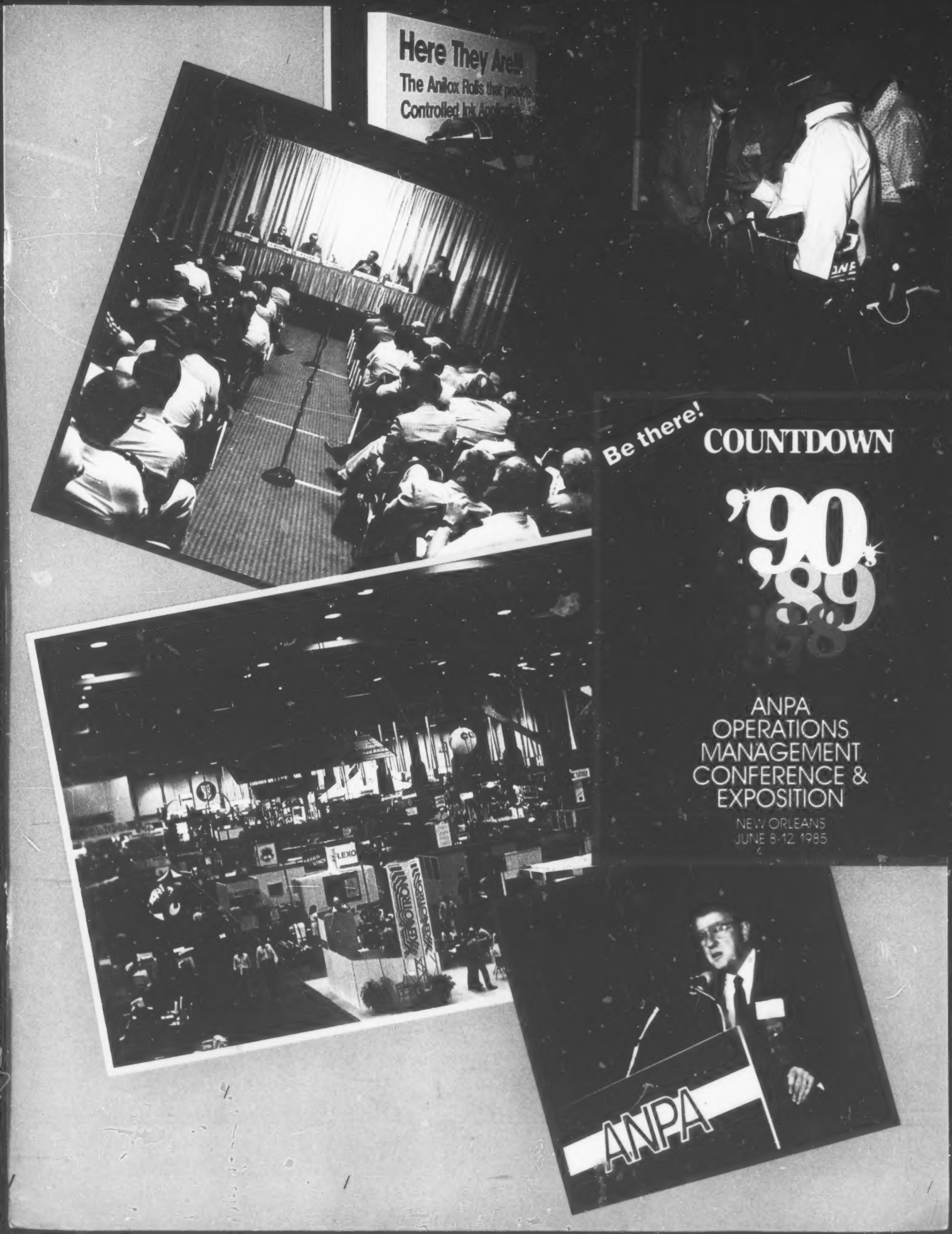
W. Terry Maguire, ANPA vice president/general counsel, said Grant "will work in cooperation with and support of state press associations and our members." ☐

Montreal honors ANPA Convention

The Greater Montreal Tourism and Convention Bureau has declared the 1984 ANPA Convention the city's "Convention of the Year."

In so doing, it presented to Jacques G. Francoeur, president of UniMedia Inc., Montreal, and chairman of the ANPA Convention Arrangements Committee last year, an original painting by Quebec artist Pierre Desjardins. The presentation was made in recognition of Francoeur's efforts to bolster convention activities for the year.

The 1984 ANPA Convention was the first held outside the United States. It attracted the second-highest attendance in ANPA's history. (See related story, this page.) ☐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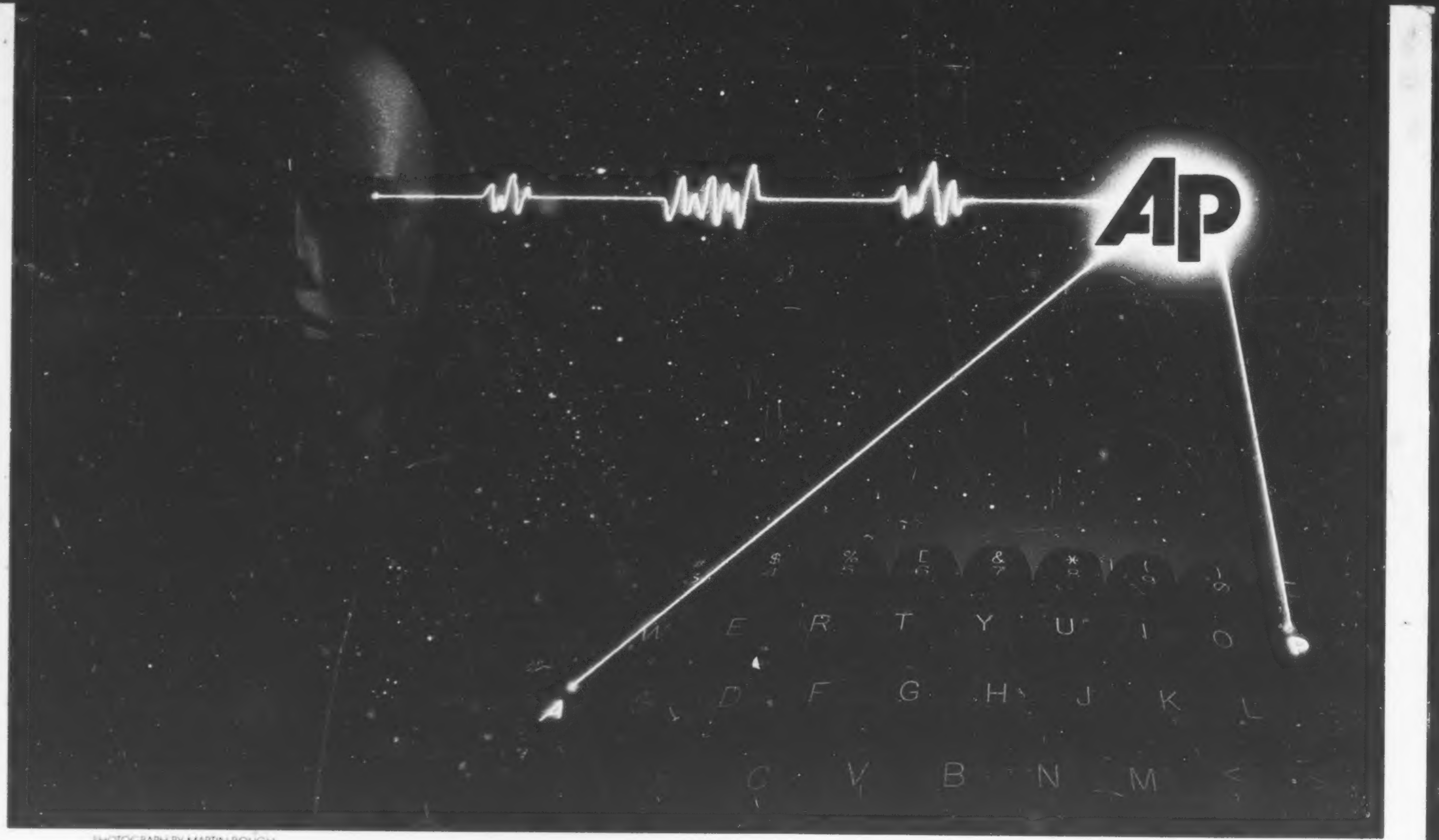

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—*John Galsworthy, English author, 1867-1933*

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